



Canadian
BROADCASTER

7, No. 15 TORONTO August 14th, 1958

PERCHED ON TOP of the Regina Transit mobile tower, script writer Betty Neiszner and photographer Victor Bull of the CKCK-TV staff are busy shooting scenes of the RCMP Musical Ride in training. See story on page 3.

- SMALL BUSINESS HAS NO RECESSION 6
- MASS AUDIENCE MAY NOT MEAN MASS SALES 16
- THE UNIONS LOOK AT PRIVATE STATIONS 20
- CBC SPORTS LINEUP 26

The cumulative audience of

"TWELVE EVENING RADIO ANNOUNCEMENTS"

% of Total Homes Reached 26

Frequency per home 1.8 times

Announcements aired between 6.00 P.M. and 12.00
midnight Monday through Saturday, in 3 Markets.

Source: B.B.M. March 1958 Survey
Moncton City Area
Three Rivers — Cap-de-la-Madeleine City Area
London Metro Area

Nighttime radio offers advertisers the frequency and economy
that enable them to reach any or all of the people who make
up radio's vast nighttime audience.

**THAT'S WHY RADIO ADVERTISING IS THE
QUICKEST, MOST EFFECTIVE WAY TO REACH
ALMOST EVERYBODY . . . EVERY TIME!**

Third in a series of advertisements on the cumulative audience of Radio.



Radio Division

Suite 404 - 200 St. Clair Ave. West

• TORONTO 7, CANADA

• Telephone WA. 2 - 0502

BAB-Radio Division promotes Radio as an advertising medium and is a Division of The Canadian Association of Radio and Television Broadcasters

On Our Cover

AFTER FIVE MONTHS of conferences and filming, the CKCK-TV news department recently completed a full length feature film showing the Royal Canadian Mounted Police Musical Ride.

Work on the project started in March of this year. A meeting was set up with RCMP Superintendent Maxted in Regina and Sergeant Coughlin, local staff officer handling public relations duties for the force, to determine shooting time and details. It was decided that a shooting schedule of every two weeks on the progress of the ride would be adequate.

Some of the scenes to be seen in the film are: the training of the ride on the sports field; shots of the early morning stable parade at 6.00 am; training the horses to ignore unusual noises, such as crowds, automobiles and guns; the part that the RCMP band plays in the musical ride together with interviews with the bandmaster, Staff Sergeant C. C. Bryson and an interview with Inspector Jones who is in charge of the ride.

To secure good angle shots of the ride while it was in riding formation, the Regina City Transit Department lent the station their mobile tower.

Members of the CKCK-TV staff who took part in the production were: Betty Neiszner, co-ordinator of script and storywriter; Victor Bull, photographer; Bill McEwan and Dean Cross, sound and Gordon Grant, editing.

BBM ISSUES NET REPORT

THE BUREAU of Broadcast Measurement has made available to its members a Television Network Report based on the BBM Spring 1958 Survey, conducted during the week of March 17-23, 1958.

The top five programs listed in the report, with the number of households viewing them over Canadian TV stations were:

Program	Households
N.H.L. Hockey	— 1,655,900
I Love Lucy	— 1,526,400
Perry Como	— 1,435,000
Disneyland	— 1,356,900
December Bride	— 1,277,600

The French Network show heading the list is *Les Belles Histoires* with a total audience of 678,800 households.

The report lists 38 English and 21 French TV programs.

In addition to showing total Canadian audience, the report indicates as well audiences by regions and gives percentage of total households tuned as well as the percentage of TV households tuned.

Thus, for example, *N.H.L. Hockey* was viewed by the following number of households in the regions indicated:

Atlantic	— 137,200
Mid Eastern	— 1,199,800
Prairie	— 318,900

Also, it was viewed by 40% of all households, or 54% of all TV households.

BBM has indicated that it will produce Network Reports coincident with its future surveys, if sufficient interest in them by members is indicated.

Say You Saw It
in
The BROADCASTER

Charges DJ's Are Just Space Fillers

DOROTHY BATCHELLER, Home Economics director of the Poultry Products Institute of Canada took Canadian independent radio stations to task for substituting male disc jockeys for women commentators on programs formerly devoted to women's topics.

Speaking at the International Congress on Home Economics, Miss Batcheller said that present programming consisted of "musical interludes on which the platter spinner reads some household hint which may strike him as interesting or fits into the spot he has open between record changes."

She advocated some sort of planning that would allow the "hints"

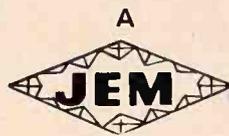
to be of value to the listening housewife, rather than "just something to fill air space."

She also criticized advertising agencies and sponsors for seeming to feel that actors can present home economics information more effectively than a professional home economist.

"A non-professional person who has not had homemaking experience cannot always give a feeling of authenticity, and poor techniques are frequently used or suggested. Viewers and listeners sense any insincerity or insecurity in the TV or radio personality and the message conveyed is weakened," she said.

CJEM RADIO

1000 Watts 570 KC.



of
a
buy

EDMUNDSTON N.B.

COVERS

MARITIMES
highest per capita
income region

Interprovincial Broadcast Sales Ltd. in Canada
Weed and Company Radio rep.: in U.S.A.

THE AWARD WINNING STATIONS

CJON Radio Television
NEW FOUNDLAND

For the 8th straight month
Montreal's radio rating picture
has changed in favour of the

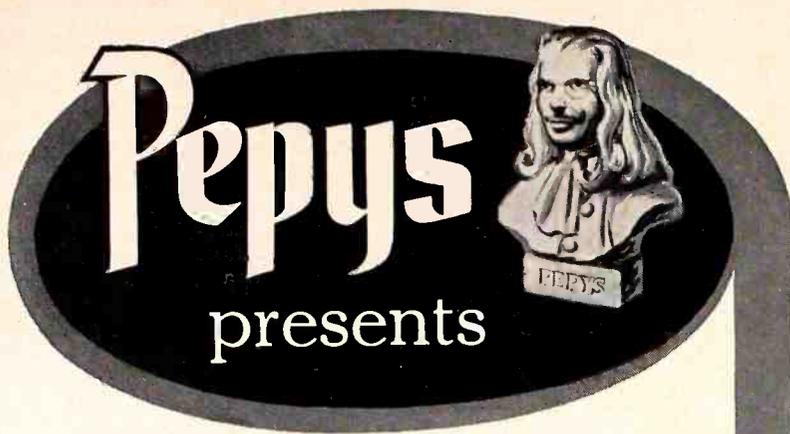
"New" CJMS

PERCENTAGE OF LISTENERS BASED ON AVERAGE 1/2 HR. MTWTF

DEC. 57 JAN. 58 FEB. 58 MAR. 58 APRIL 58 MAY 58 JUNE 58 JULY 58

4.6	8.4	11.1	14.5	15.7	17.0	20.7	26.2
-----	-----	------	------	------	------	------	------

Montreal: Johnny Nadon - UN. 1 - 2346 • Rest of Canada — Stovin-Byles Ltdl • U.S.A. — Forjoe & Co.



McCONNELL, EASTMAN & Co.
Advertising Agency Limited

A Canada of 5,600,000 population, having a Gross National Production less than one-tenth of today's \$31 billion, was the picture when J. E. McConnell, father of the present President, and Managing Director, founded his Agency in 1903.

Today, the operations of McConnell, Eastman & Co. Limited embrace complete Agency offices in seven Canadian cities, and provide a comprehensive and integrated service of advertising and marketing to its Clients across Canada.

Throughout its 55-year history, this Agency has been noteworthy for its stability and continuous emphasis on creative advertising, which has resulted in many advertising "firsts" for its Clients.



STOVIN-BYLES Limited

Radio and Television Station Representatives
 MONTREAL TORONTO WINNIPEG VANCOUVER

- | | | |
|-----------------------|------------------------|------------------------------------|
| • RADIO STATIONS • | | • TELEVISION STATIONS • |
| CJOR Vancouver | CJBC Toronto | KVOS-TV Serving Vancouver-Victoria |
| CFPR Prince Rupert | CFOS Owen Sound | CHAT-TV Medicine Hat |
| CKLN Nelson | CJBQ Belleville | CKOS-TV Yorkton |
| CKXL Calgary | CKLC Kingston | CJBR-TV Rimouski |
| CJNB North Battleford | CFJR Brockville | CKCW-TV Moncton |
| CKOM Saskatoon | CKSF Cornwall | CJON-TV St. John's, Nfld. |
| CJGX Yorkton | CHOV Pembroke | CJOX-TV Argentina |
| CKY Winnipeg | CJMS Montreal | ZBM-TV Bermuda |
| CJRL Kenora | CKCW Moncton | CMQ Television Network, Cuba |
| | CJON St. John's, Nfld. | |
| | ZBM Bermuda | |
| | ZNS Nassau | |
| | CMQ Cuba | |

Television

DOGS HAVE THEIR DAY ON CJLH-TV



THIS LITTLE FELLOW IS HAVING TROUBLE getting onto the knack of holding his new puppy, while his girl friend brings her female instincts to the job. Both were among 125 youngsters who were given dogs in a pets' trading post operated recently by Georgia Fooks of "With Georgia" over CJLH-TV, Lethbridge.

IT ALL STARTED when Georgia Fooks, emcee of *With Georgia* on CJLH-TV, Lethbridge, was asked to find a home for three puppies. It ended 120 dogs and 500 letters later. When the original request came,

Georgia decided that she might develop a bit for her show by getting children to send in letters giving reasons for wanting a dog. Mail came in from all over southern Alberta, from British Columbia and even from Montana.

Not all the letters requested pups. Some offered to give more pups away, and Georgia found herself in the middle of a seesaw war of supply and demand. There were collies, dachshunds, terriers, spaniels and just plain mutts -- and, on the average, four children to each dog.

Georgia awarded the animals on the basis of the merits of the letters she received, which had to be signed by a parent.

The reasons for wanting pups were varied. One little boy wrote, "I want a pup because I haven't got one." An eight-year-old said, "Our sheep dog, Scottie, is 15 years old, he herds sheep and comes when we whistle, but he's too deaf to hear us whistle, so we need a new dog to take his place." A BC girl explained, "Mum said we couldn't have a dog until she had a baby. She had a baby so now I would like a dog."

Georgia may try the stunt again, but she says next time she'll try to settle on something for which there isn't quite as much demand. "Perhaps alligators."



AND you'll see why CHNS is the undisputed leader by far in the important Halifax market.

No need for glasses either, surveys prove it, sales results show it, a list of satisfied advertisers 32 years long vouch for it.

So if **YOU** want **TOP SALES RESULTS** in the Halifax area, and a bonus of listeners within a 75 mile radius of Halifax, buy



Represented by **ALL CANADA** and in the U. S. by **WEED & CO.**

Would Ban Wrestling On TV

BOXING AND WRESTLING should be banned from television, says Quebec Liberal Senator Cyrille Vaillancourt. He told the Upper House it was not a matter of whether they are faked or not, but that they were "spectacles where human stupidity is exalted." Many educationists, he said, are protesting against televising them. The Belgian Senate, he added, has unanimously approved a bill banning such programs, and Canada should do likewise.

Canadian BROADCASTER

RADIO • TELEVISION • ADVERTISING

(Authorized as Second Class Matter at the Post Office Dept., Ottawa)

Published twice a month by
R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1
EMPIRE 3-5075

Printed by Age Publications Limited

Editor & Publisher RICHARD G. LEWIS
Art Editor GREY HARKLEY
Editorial Dept. IAN GRANT (News)
DONALD F. HAWKES
ROBERT A. MILLER
Circulation & Accounts THOMAS G. BALLANTYNE
Production Dept. LESLIE E. HEDDEN
Advertising Representative OLI BRIEM



Vol. 17, No. 15

25c a copy — \$5.00 a Year — \$10.00 for Three Years

August 14th, 1958

A New Day For Broadcasting

By the time this editorial appears, the question of broadcasting legislation will quite probably have come up in the House of Commons. Matters which are expected to be contained in an amendment to the act and brought up for discussion on the floor of the House, will pertain to the financing of the CBC, which was the main term of reference of the Fowler Commission, and also the establishment of an independent regulatory body to function independently of the CBC and the private stations, and to hold sway over both.

Even before these matters are brought out into the light of day, it can be assumed, first that the financing of the publicly-owned broadcasting system will be reviewed and amended with an eye to reducing the cost of the CBC to the public. How this is to be achieved has been a matter of rumor but without any official announcement. Here again though, it seems safe to assume that, because the government is pledged to reduce the cost of the CBC to the public, and yet to maintain its usefulness, the paring will be done in those fields which might be termed non-essential.

As far as concerns the contentious question of the independent regulatory board, it is regarded in all quarters as an accomplished fact. This is based on the recommendations of the Fowler Commission and also various statements made by the ministers concerned. The only question seems to be the manner in which the board will be constituted.

The importance of this point is open to some question, because, with such a revolutionary step, there is bound to be some element of trial and error.

There have been all kinds of plans suggested for the set-up of this regulatory board. Large boards and small boards; full-time chairmen and part time ones; accountable to parliament and not accountable; with

power of appeal and without power of appeal. But almost everyone agrees that an independent board, whatever its make-up, is needed.

Whichever of these methods have been or will be adopted by the government, there will be those advocates of independent regulation who will be disappointed and displeased. The fact remains, however, that whatever form the regulatory body takes, it will mark the beginning of a new day for broadcasting in all of its shapes and sizes.

Unquestionably, a board, whose sole duty it will be to regulate radio and television stations, will do a great deal of regulating. At the same time, the new board will not be impeded by the extraordinary state of affairs where, as has been the case in the past with the CBC Board of Governors, it has been called upon to regulate for or against its own CBC. In other words, while its administration of the regulations may be tougher, it will, without question, be far more impartial than it ever has been in the past. This toughness, in our view, will be felt least by the better broadcasters.

As this paper sees it, the principles involved in most of the CBC's regulations have been reasonable and rational. The only thing we have battled against is the right of a department of government, operating a commercial broadcasting system of its own, to make the rules under which its privately-owned tax-paying competitors may function.

Even though it may never have exercised its prerogative of deciding what may be said and what may not be said, by anyone, on the air, the existence of this power, used or not used, is in unspeakable defiance of all the principles and tenets of democracy. The Diefenbaker government has pledged itself to remedy this wrong. We have every confidence that this is precisely what it is doing.

News Briefs

WILFRID SANDERS has been named manager of the Toronto office of the J. Walter Thompson Co. Ltd. Sanders, who has been a vice-president and member of the Toronto staff since 1955, is best known as a director of the Gallup Poll of Canada. He is also a former newspaper man.

Mark Napier, whom Sanders succeeds in the managerial position, remains a vice-president of the agency, and will devote his entire time to creative work, which has always been his special forte.

TOO LATE FOR an alteration in their advertisement in this issue, CKBL-TV, Matane, has announced that it will be on the air August 16, as originally planned. The official opening is scheduled for August 30. A large number of agency people and others are expected to attend.

A DOMINION BUREAU of Statistics report says that the advertising agencies' expenditures in all media showed a ten per cent increase for 1957 over 1956. Actual figures are \$222,025,288 in 1957 compared with \$201,797,434 in 1956.

DBS noted that 113 agencies reported, which was three more than the year before.

Of the total, television got 18.3 per cent, an increase of 1.7. Although the dollar volume spent on publications, including newspapers, was higher, their share of the total decreased one per cent to 51.6. Radio decreased 0.3 to an even ten per cent.

THE CONSERVATIVE member for Joliette - L'Assomption-Montcalm, Louis Joseph Pigeon, speaking in the House of Commons, called on Revenue Minister Nowlan to make sure the CBC is free of left-wing and socialist elements.

He said television has a great influence, particularly on the "malleable" minds of youth, and great care had to be taken to insure against corruption of young minds by scenes of violence, gangster and night-club episodes and so on.



A Canadian Broadcaster Survey

MORE WORK AND HARDER SELL CAN BANISH RECESSION

IS CANADIAN BUSINESS in a recession?

Surveys just completed indicate that the answer of many major industries - - big business - - is "yes," while the answer of most retail merchants - - small business - - is "no." A subsidiary answer, based on the buying habits of the average Canadian consumer, might be: "If there is a recession, it's only made me a little tougher to sell to."

Retail merchants, conducting business every day at the grass roots level, say that the so-called recession is something they have heard about, but have yet to experience for themselves. For many of them, 1958 has been anything but a belt-tightening period; it has been a boom.

In response to a poll conducted by CANADIAN BROADCASTER through radio and television stations, Canadian businessmen in a wide variety of fields were anxious to dispel what one called "clouds of monetary gloom" with story after story of their own business successes. Even those few who accepted the recession as a fact stressed that the present pessimistic talk did a lot towards keeping it a fact.

UNPLEASANT REALITY

Representing big business, E. H. Walker, president of General Motors of Canada, stated, "Of course the

current recession is not a myth. All you have to do is look at the index of business which, over all, is down. The recession is an unpleasant reality that is being made more real by too much pessimistic talk. Probably it could be turned into a myth if we all talked more optimistically, and made more confident use of our money by buying the things we need and want."

The Bank of Nova Scotia, in the June issue of its MONTHLY REVIEW, reiterated that the recession was no myth. In its region by region survey, it revealed problems besetting heavy manufacturing, forest industries and mining. It stated that conditions were worse in the Atlantic and Pacific regions than in the inland provinces, and that there was a general decline in industrial employment right across the country. But in its only mention of smaller businesses and their problems, the REVIEW cited conditions which have no link whatsoever with a recession as the root of the trouble.

The combined findings of both surveys, the bank's and this paper's, indicate strongly that while big business, at least in part, is having a slump, the smaller businessman is discovering that 1958 is shaping up at least as well as last year, and in some cases, as the best year he has ever had.

The bank says that while a variety of "downward influences" are working against several major basic industries, "the great mixture of upward and downward influences has produced many cross-currents in the economy."

In short, some people are up and some people are down, and it is difficult to tell why, precisely. The MONTHLY REVIEW survey shows a considerable falling-off of forest industries in the Atlantic provinces. Yet it goes on to say that buildings - - forest-product users - - are going up in the Toronto area at "a striking rate."

CAR SALES ARE HIGH

While the REVIEW mentions "a moderate slackening in consumer purchases of automobiles," Mr. Walker of General Motors says, "Our vehicle sales to date are ahead of last year's by a substantial percentage."

Dealers in various parts of the country tell the same story.

F. S. Weatherup, a GM dealer in Lethbridge, says, "I was too young to experience the hard times of the '30's, but if the last six months is a sample of what can happen in a recession, I can only say that I would enjoy many more years of it. Our total sales of all departments at the end of June, 1957, were \$1,921,000. Our sales for the corresponding period this year were \$2,169,000.

"... If some of the educated people in this country would start talking optimism instead of forecasting gloom at various shareholders' meetings, I am sure that the picture would be much brighter all over Canada. It goes without saying that if the picture were any brighter here we would have to wear sunglasses."

Emerson McKinney, president of Flowertown Motors in Brampton,

Ontario, said, "Our last month was the best we have enjoyed, business and profit wise, since the company was formed in 1952."

Art Bull, an Austin and Hillman dealer in Medicine Hat, says, "Our business is ahead of last year's business; our sales for the year are well above last year; trade is better than we have had for the past number of years. We cannot agree that there is, or has been, a recession."

WORK A LITTLE HARDER

J. D. Penner, a car dealer in Steinbach, Man., said his car sales this year were down slightly, but that he was selling more tires - - which is the main part of his business - - than ever before. "However," he added, "I do have to admit that we had to work a little harder in order to do so."

Whatever complex economic formulae may be required to solve the bigger problems, the solution of the smaller operator's difficulties seems to hinge on Mr. Penner's remark about working a little harder. Those local businessmen who talked at all of tough sledding in 1958 mentioned that none of their problems was so difficult that it could not be met successfully by hard work.

"I believe that any company which is going all out for business will get it, and will go through this period completely unaware that any recession ever existed," said Doug Dickson, sales manager of Dale Estate Ltd., in Brampton, Ont., large flower growers. "The flower industry as a whole is enjoying as good a volume of business as it did a year ago and in some cases is running ahead of 1957."

"Give the public what they want at the prices they want to pay," says John Gorman, a Sault Ste. Marie ladies' wear store owner, "and business is as good as at any other time."

"It is my thought," said Keith Brown, a car dealer in Peterborough, Ont., "that too many business firms wish to continue to live in the sellers' market, but the trend has changed and if a concern wishes to continue to prosper, it is necessary to go out and get business. Through the media of advertising, which I use extensively - - i.e. radio, with a little newspaper - - I am able to bring customers in. . . There is little or no recession. It is strictly the ability of any firm to re-adjust their thinking to suit the present-day dollar market."

Romeo Reinhardt, manager of the Timmins, Ont., Bon Marché department store (a chain with a number of branches in Ontario), says part of the re-adjustment is a return to the low markup. "In our opinion," he commented, "the days of high markings are definitely on the way out."

Certainly businessmen generally, even if they are enjoying normal or better than normal business, say that their relationship with their customers is undergoing change.

QUALITY AND SERVICE

"Customers are more cautious and selective in their buying," says C. F. Jones, operator of a Canadian Tire Corporation associate store in St. Catharines, Ont. But he adds that his

customers are still interested in better quality lines and are spending money freely on what they feel they need."

"If an organization stresses service with a capital 'S,'" says John Tanner, a service station operator and tire dealer in Peterborough, "it is possible to maintain the figures from the last few years."

NO BOOM - - NO BUST

The Bank of Nova Scotia, as previously mentioned, stated in its MONTHLY REVIEW that its findings indicated more of a slump in the coast areas, both Atlantic and Pacific, than in the inland provinces. It also stated in a preface that the recession was a world-wide reaction to the boom conditions of 1955-57. Returns from the survey conducted by this paper and the broadcasting stations suggest that it is because of the fact that there was a world-wide boom that there has been almost no slump in the inland areas, notably the prairie provinces. These provinces say they didn't have a boom, therefore they aren't experiencing its aftermath.

Bill Murphy, an electrical wholesaler in Saskatoon, who is RCA wholesale agent for the whole of Saskatchewan, put it this way: "The so-called recession has hit us in only a modified form. The boom state did not exist in the West in the same form as it did in the East. Consequently, we are not feeling the recession in the same way."

At CFAR-Radio, in Flin Flon, Man., manager Buck Witney says: "Possibly because of our constant income, unaffected by the weather, general market conditions, health of prominent people and politics, the recession is a myth in North Manitoba and the segment of Northern Saskatchewan covered by our station. . . Our wage scales do not vary and are high in relation to other areas of Canada."

COAST TO COAST

Here are some typical comments from businessmen in the inland provinces.

Howard Ellison, Lethbridge flour miller: "As far as our business is concerned, we feel we have not been noticeably affected by a recession. For the past few years we have operated below top capacity, but our production level over the past year has not varied to any great extent."

H. R. Hutchings, Medicine Hat sporting goods: "The so-called recession has not hit or hurt our business. . ."

G. P. Doty, department store owner in St. Catharines: "The only adverse effect on sales has been caused by unseasonable weather. . ."

Captain Manzutti, president of Yankanuck Steamship Line, Sault Ste. Marie: "We aren't as busy as last year, but we are far from a recession."

R. Durand, Caisse Populaire bank manager in Three Rivers, Que.: "Saving, which is at the base of economic stability, is up \$2,000,000 over last year in the seven Caisse Populaire banks in Three Rivers. . . The economic situation here is very encouraging. . ."

W. D. Lutes, Medicine Hat building materials supplier: "We are not

POINTS OF SALE

Ask us about
CKBB
Barrie's
Power Boost
to
5,000
WATTS
on
950 Kcs.
offering
advertisers an
audience of
250,000
NOW

CJFX
Antigonish
CKBB
Barrie
CJCH
Halifax
CFPA
Port Arthur
CKTB
St.
Catharines
CHOK
Sarnia

**PAUL
MULVIHILL
& Co. Ltd.**

TORONTO
77 York St.
EM. 3-8814

MONTREAL
1543 Crescent St.
MURRAY MacIVOR
PL. 1097



"... maintained at its expected levels by harder selling and more advertising"

affected in any way. Our sales were up in 1957, and are further ahead in 1958."

Not all, of course, was sweetness and light. Grande Prairie, Alberta businessmen seem to have found the last year pretty tough. Jack Soars, assistant manager of CFGP-Radio, says the station's business, and its clients' is down. Here is his reason: "The Peace River Country is usually about six months behind the rest of Canada. When your recession is over, we will still be fighting it. We have often noticed it."

John Enns, general manager of Co-op Vegetable Oils Ltd., in Altona, Man., reported that his business was maintaining an even keel. He discussed certain problems relating to competition in his field, but not to the business community generally. Of the so-called recession, he said it "has affected us only to a very small degree, if at all... In fact, plant capacity was increased by 60 per cent on April 1, 1958, and we have found a ready market for the increased output."

Drought has caused more problems on the Prairies than world-wide economic conditions. Dennis Barkman, assistant manager of CFAM-Radio in Altona, said that this spring's sustained drought has caused some concern, "but recent rains have changed this picture considerably. The farmers are optimistic, the businessmen are smiling, and especially thinking of our increase in power to 5,000 watts this fall, we expect this to be an exceptionally good year for CFAM."

MORE SALES EFFORT

A car dealer in Regina said drought was cutting into the sales of most dealers in his area. W. B. Ledingham of Regina Motors Products said: "Overall automobile sales in Saskatchewan show an increase over 1957, as of the end of June. However to get this volume it is requiring more sales effort and advertising, with competition being much keener than in previous years. There has been a general slow-up in used car sales, which can be attributed to drought conditions in the province. Most dealers have found it necessary to increase their sales staffs and advertising budgets to get this sales turnover."

On the west coast, various labor disputes have acted as a deterrent to what might otherwise have been an extremely good business year.

"With two or three strikes so far this year," says Bill Guild, manager of CJVI-Radio in Victoria, "(broadcasting) business has been a bit wobbly, but the major effect has been to quite drastically reduce long-term buying and increase short-term campaign buying. The net result has been that our revenue has kept pace with our figures last year."

J. H. McKay, manager of the Victoria Hudson's Bay Company store, said that his firm's policy has been based for some time on the premise that buyers' dollars will be harder to get. Business so far has been maintained at its expected levels by harder selling and more advertising. But he said he was concerned about the summer period - usually the heaviest tourist buying period - because of the effect of the CPR ferry strike.

Earl Ward, a Victoria clothing store manager, said his business had suffered a general decline over the first five months of the year. But he added, "Recession or no recession, if it hadn't been for the strike we would have had a tremendous year. We may still have."

Businesses not hampered by the strikes indicated better-than-normal.

"Recession?" asked Bruce Smith, an appliance and hardware dealer in Osoyoos, B.C. "We sold more appliances in one month this year, May-June, than we sold all of last year!"

In Kelowna, druggist Harold Long said, "It's the most luxuriant recession we've ever had. Our business is up 17 per cent over last year." Mr. Long's establishment is among the largest drug stores in B.C., with a staff of 14 and 5,000 feet of floor space.

BRIGHT NOTE FROM THE EAST

On the East Coast, Bob Bowman, manager of CFBC-Radio in Saint John, N.B., reports that, MONTHLY REVIEW to the contrary, businessmen in Saint John have not experienced a recession.

"Parker D. Mitchell, who is president of his own coal and fuel oil company, says that the so-called recession has not been noticeable in his sales, but collections are more difficult.

"Mark Reece, general manager of M.R.A.'s and Nu Way Stores Ltd., two of the biggest retail stores in Saint John, says that their sales are satisfactory but operating costs continue to climb. This does not look like a recession.

"Business on CFBC is satisfactory, but like everyone else we are also faced with ever increasing operating costs."

KEEP OPTIMISTIC

In Moncton, N.B., J. K. McCafferty, general manager of Sumner Company Ltd., a general hardware and appliance store which has been in business more than 100 years, had this to say:

"We believe that an aggressive sales policy, improved facilities and better customer service has, and will continue to, result in an increased tempo of business as far as we are concerned."

He stated that his company had shown a decrease in sales of 5.6 per cent in 1957, but that 1958 was well out in front of 1957 and was a little bit better than 1956. He put this happy state down to increased construction and a "gradual" increase in the investment in inventories by his customers. Mr. McCafferty felt the only danger now was "a reaction which could result from a slow-down or less optimistic view of conditions by our American cousins."

D. A. Smith, president of Lounsbury Co. Ltd., a furniture and appliance dealer who also has a General Motors franchise, says: "It is foolish to say there is no recession because changing times have caused hardship to many people and businesses. However, sales at Lounsbury's, especially in furniture and household goods have been at record levels. People, though, are exercising caution insofar as credit is concerned and are not easily persuaded into buying goods on long-term plans. There have been reduced sales in heavy merchandise."

Tom Tonner, manager of CKCW-Radio, Moncton, had a word to say on the subject of "hardship to many people and many businesses." The station's attitude towards a recession is embodied in the theme: "The smart dealer will always be in business." Its argument, Tonner stated, was this:

"When merchandise was hard to get, dealers and retailers sprang up all over the area to take advantage of the situation. Many of the new dealers and retail organizations should never have been in business in the first place, and, when the consumer got a little tougher to sell, this weakness stood out like a sore thumb. Naturally, when the consumer is demanding more service for his dollars these 'Johnny-come-latelys' did not know how to handle the situation."

Tonner's concluding remark, summing up his own business, was this: "... It is our opinion that the radio station worthy of calling itself a radio station will not suffer too much during the so-called 'recession'."

MOST STATIONS PROSPER

Radio and television stations themselves, with one or two exceptions, all seem to reflect the attitudes of their clients that the recession at the local merchant level is over-rated.

Here are some comments:

Robert Montemurro, Northern Radio-Radio Nord Inc., Rouyn, Val D'or, Amos and La Sarre, Quebec: "Radio business is booming; this year is going to be our biggest year yet!"
Geff Jamieson, promotion manager,

CFQC, Radio & TV, Saskatoon: "Recession - - ? We're in the middle of a Saskatoon boom."

Jack Weatherwax, CHEX-Radio, Peterborough: "... We are having an outstanding year."

Ed Boyd of Okanagan Radio, Kelowna, B.C.: "... while Ogopogo is no myth, the recession is."

Gordon Reid, KVOS-TV, Vancouver: "Recession usually shows up in the collection side of the business, but our collections have been as good as any other year. Business is excellent with KVOS-TV."

Hamie MacDonald, CJBQ-Radio, Belleville, Ont.: "No evidence of recession. Local and national business up."

Maurice Duval, CHLN - Radio, Three Rivers: "As far as CHLN is concerned, we don't even know what the word recession means. We fight the ones who think they know and believe in it, by promoting "Optimism" amongst the staff with memos, on the air with slogans and amongst our clients by personal contact and letters."

Are you satisfied with your MAILING SERVICE ?

If not — call

CHADWICK PRINT & DIRECT MAIL SERVICES
52 McCAUL ST. EM. 8-7174

in B. C.

CJOR
PERSONALITIES
ARE
"BEST SELLERS"

(your product is protected against competitive advertising)

see

Stovin-Byles

for details

5000 watts on 600 kcs

Still covers the greatest area in B.C.

CJOR VANCOUVER, B.C.

*Third of a Series***HI-JINKS ARE FOR TRAINING SEALS - - NOT SALESMEN**

by LIONEL SCOTT

MANY PEOPLE WOULD object to a suggestion that in many cases present forms of training are destructive. These same people would be quite indignant if they were told that the methods used are the remnants of perverted religious faiths and distorted principles of psychology and para-psychology. Magic, in other words!

There are many instances of very high calibre sales training. Unfortunately there is a commensurate number of very bad practices. If we examine a good deal of the so-called sales training given to representatives of presumably reputable companies, we shall see why thoughtful and socially responsible, ethical and intelligent people at different levels of management see in this type of conditioning a threat to mental and moral growth. They recognize it as an insidious and destructive force in business and society. Since we have assigned more and more social responsibility to Business, the type of training becomes increasingly a matter of concern to Business.

Recently we had the unpleasant experience of sitting through some of these soi-disant training-cum-pep sessions, conducted by a table-pounding, blazing-eyed screamer, whose phrenetic, hysterical voice gave only too clear evidence of the mental turmoil beneath.

This example, granted, was about as low in the scale as you can get. Yet it was not uncommon, despite the fact that it was sponsored, indeed

it was offered as an inducement to new employees, by a very large company, which claimed to be the leader (in size and quality) in its entire field.

THE OLD RAZMATAZ

It went something like this: "Divide up, fellers!" yelled the sales manager, "Come on you guys. In two groups now - - ok, ok, ok, - - on each side of the room. That's it! Now, let's see who can yell and stamp the loudest. Come on! Come on! You guys on this side spell out the first word of our product, and you fellers on that side spell out the second word. Got it? Yeah, swell! Ok. Now, left side yell U-N-D-E-Y, and the right side W-A-R-E. Three times each fellers. Then all together the whole name, and jump as high as you can, and slap your hands together above your head. Ready, now . . . U-N-D-E-Y . . . W-A-R-E . . . Say that's fine! Once again! I bet you all feel like a million dollars and are going out to sell five orders this morning."

Please, I didn't make this up. I watched the resentment in the taut, set faces of most of the men, and the sheepish, shame-faced look of the others trying to hide behind a double-louved, chrome-plated grin, the sense of personal indignity as each rigidly happy member of the re-pepped platoon stepped forth to "dough or die."

One wonders who dreamed up this stuff, and why. For what reason are men subjected to such an unbeautiful display? The answer is simple.

Way down, under the ugliness and vulgarity is a remnant of truth. With the rhythm, and the ritual costumes lacking, it is the vestigial remains of ancient tribal dances and ceremonies, whose inner meanings have long been forgotten, while the outward manifestations stripped of all dignity and significance, continue to be played out in hollow mockery of truth by the modern, uneducated equivalent of the Witch Doctor.

HERE IS THE REAL TRAGEDY

This is the real tragedy: that such performances rob man of some of his finest powers, destroying his real self, by splintering his consciousness and forcing it deeper and deeper into his subconscious. Thus, the most special, wonderful characteristic which sets man apart from all the other animals in our world - - call it personality, or soul, or conscious awareness, as you will - - this vital quality is submerged and thrust back into the subconscious world of fantasy and illusion. All men possess this quality of consciousness, or at least potentially. To develop it requires great effort for most of us; but those who have developed it are always in control of whatever situation in life they may find themselves. It is a situation which, incidentally, such a person has almost always chosen deliberately for himself.

Man's power to shape events is directly proportionate to his state of conscious awareness. Whether in a selling situation, or guiding the destinies of a great corporation or a nation, it doesn't make any difference; such a person will control his environment. One result of this state of awareness is a vastly increased ability to "communicate" with our fellow men. Another is greater perception and greater understanding of human behavior.

Do you remember the great Russian scientist Pavlov? It was he who revealed that dogs could be made, by a series of training steps, to develop an automatic response which had no relation to the truth of the situation. By ringing a bell immediately before feeding them, he got them to the point of reacting to the bell alone, and they would slobber at the tinkle of the bell as if food were before them. He called it a conditioned reflex.

When we teach these debased principles as tricks for selling, we are conditioning the subject in the same way as were Pavlov's dogs. We thus deny our manhood, and shove those so treated deeper into the slough.

Mind you, if you are training people to fit into a slave state, this is fine preconditioning. The Nazis used these principles with terrific effect. Only they had the sense to dress it up and make it magnificent. No one attending their great rallies could fail to be affected by the accumulating hypnosis which gradually subjugated the conscious mind and reached direct into the subconscious. The impact was tremendous.

MINDS ABDICATE EASILY

Most of us have seen the complete, unquestioning obedience of a person under hypnosis. His conscious mind has temporarily abdicated and the direction of his subconscious taken over by another. Eventually this can become almost automatic, depending on how frequently it is practiced and the completeness of the results. Any pattern of behavior which relinquishes conscious control does this. We experience mild auto-hypnosis when we become "absorbed" in a book, a movie or TV. (It has been claimed that those addicted to long sessions with TV begin to live in a state of half hypnosis from which it is increasingly difficult to release the conscious awareness of self!) It is so much easier to turn over the job of controlling our thoughts and actions to someone else, than it is to do it by oneself. On the other hand, the rewards for making that effort are very great. The more we live out in the open - - the more conscious we are, the more we control our surroundings including the people around us.

We have detailed an example of distorted training, at some length. But this was not done to take a crack at any one particular mistake, although this is the field in which mistaken practices can do the greatest social harm, and most damage to the individual. Lest bias be suspected, let us give credit where credit is due. There is some very fine training done, just as there are some fine examples of sales talks, as for instance those of Canada Packers, Bell Telephone, General Electric and Simpson's, to name a few.

The point to stress is that training per se is not enough. It must be related to a higher concept and designed with skill and vision. We shall outline one tested method, and describe one example of its structure. It is based on the principles of group work, and is infinitely adaptable.

(In his next article, the fourth and final one of the series, Mr. Scott will outline a proven and tested sales training method in some detail.)

A Precision Quality Portable TV Pedestal At a Low Price!

New HOUSTON FEARLESS PD-10

- Solid, steady camera mount.
- Smooth Mobility.
- Complete Portability.



Price (incl. tax) \$745.00
(F.O.B. your studio)

CANADIAN DISTRIBUTOR
ALEX L. CLARK LIMITED

NOW

... a TV Pedestal that is actually priced lower than many tripod-dolly combinations, yet is a precision-built, fine quality unit in every respect. The new Houston Fearless PD-10 provides a solid, steady camera mount, smooth mobility, excellent maneuverability and complete portability. Handles all monochrome cameras from Vidicon up to I.O. Ideal for small studios, auxiliary cameras or remotes.

We knew it would happen

Entries for CFCO's Radio Week Contest came from *Thirteen* Ontario Counties . . . typical of the way CFCO's loyal and widespread Western Ontario audience responds.

Get availabilities on CFCO's most popular programs from:

Arch Ferrie,
CFCO P.O. Box 550,
Chatham, Ontario.



TFC TFC

This way to Montreal

Fun o' the Fair

STATION FLIES IN HAWAIIAN BELLES



HAWAIIAN ENTERTAINERS NOVI AND BETTY SHIPP get a glad hand from Mike Darow, radio personality, and Laura Lindsay, television hostess, at Edmonton airport. The sisters are members of a party of six Hawaiians whom CFRN invited to perform at their "Patio" at the Edmonton Exhibition.

A TOUCH OF THE South Pacific was introduced into the Canadian West when CFRN-Radio-Television had six Hawaiians flown in to entertain at this year's Edmonton exhibition.

The Hawaiians were seen by an estimated 45,000 visitors, many of whom were seeing their first authentic demonstration of south sea island singing and dancing.

This entertaining took place in CFRN's "Patio," a large grass area surrounded by trees and a rustic fence. Inside this were enough benches and chairs to accommodate an audience of 1,300.

The "Patio's" landscaping included rock and flower gardens, and a rock surrounded pool over which a log

bridge had been built. The pool was used as a wishing well, and \$300 in change was collected and donated to aid crippled children.

Also featured on the "Patio's" 25 by 40 foot stage, were Harry Farmer, the English organist who is now CFRN's music director, various local personalities and a number of Midway acts. Dave Neima, Edmonton television announcer was the master of ceremonies.

CFRN presented hourly stage shows, television programs and other entertainment from 1:00 p.m. to 11:00 p.m. daily during the week of the exhibition. Encouraged by capacity audiences who were admitted free, the station plans to make their "Patio" an annual feature of the fair.

CJCA Rockets Win First For Floats



FIRST PRIZE FOR ORIGINALITY in the Edmonton Exhibition parade's float competition was won by CJCA, the local station, for their entry consisting of five rockets, each bearing the slogan: "We're radioactive at 93." Each rocket was ridden by one of the station's top personalities. The rockets in turn rode on a cloud of white balloons.

Promotion

WOO SPONSORS WITH POCKET GEN FILE

CJBQ-RADIO, Belleville, Ontario, is pursuing summer business with a vest-pocket hard sell. It takes the form of a note-book filled with cards describing all the services the station provides its residents and visiting listeners.

CJBQ serves the area comprising the Bay of Quinte, Land O' Lakes, The Highlands of Hastings, The Trent Valley, Rice Lake and the north-central shore of Lake Ontario. This territory attracts many tourists every year and the notebook devotes one of its pages to pointing out that there is accommodation enough for 13,645 visitors exclusive of hotels.

Since the advent of television, the car radio has become an important listening point. Consequently, we are told that the local car population is 39,923, plus 10,900 commercial vehicles. Also, the note-book tells us that the area, which they call "Quinteland," is laced by ten provincial highways, covering 500 miles, and fed by 4500 miles of county and township roads.

CJBQ says on one of the cards that it will gain tourist hearing through its listing in a Belleville Chamber of Commerce folder distributed at key border entry points. On another card it tells the reader that there will be, during July and August, 24 sheet posters placed on key routes.

Another card stresses the fact that local residents spend their holidays at home, that they get, for the most part, the last two weeks of July off, and that even if they do go away, the influx of tourists will more than offset the local listener loss. A list of "unique inducements" explains why the area is certain to have large numbers of tourists.

These inducements include CJBQ's telling the listener about fishing regulations, the type of fish they can catch and where, the location of trailer parks, golf and yacht clubs and the latest exchange rates on American funds.

BEEES AND TREES

In another feature of the book, which they call "Summertime," CJBQ tells the listener all about local flora and fauna, the phases of the moon, the stars at night, camping hints and summer books. Yet another department concerns itself with good rules to follow for water safety, and gives warning about polluted water.

In all, CJBQ declares that it is trying to give advertisers "a balanced medium for advertising vendibles in demand in summer and fall."

The booklet is delivered personally to prospective time-buyers by station representatives who make a personal presentation containing supplemental information.

The last card in the booklet announces to clients that they may win a trip to Florida, Mexico, Bermuda, Nassau, Arizona or Cuba for the winter. For the necessary details of the contest the reader is invited to contact the station's representatives.

BUSINESS BOOKS BY MAIL
See Page 21

WOW!

HERE'S THE LATEST!

MAY '58 MacDONALD RESEARCH TPA SURVEY OF KINGSTON AREA GIVES CKLC A CLEAN SWEEP!

Mon. thru Friday 5-Day average. No. of time periods in which each station leads!

CKLC - 33
STATION "B" — 1
TIED — 2

Further Proof of LC's **COMPLETE DOMINANCE*** in the Kingston Market!

- *1. Spring '58 CKLC "B" BBM TPA 164 69
- 2. May '58 CKLC "B" Elliott-Haynes 56.2% 39.5%

CONTACT: STOVIN-BYLES (CAN.) FORJOE & CO. (U.S.A.)

about

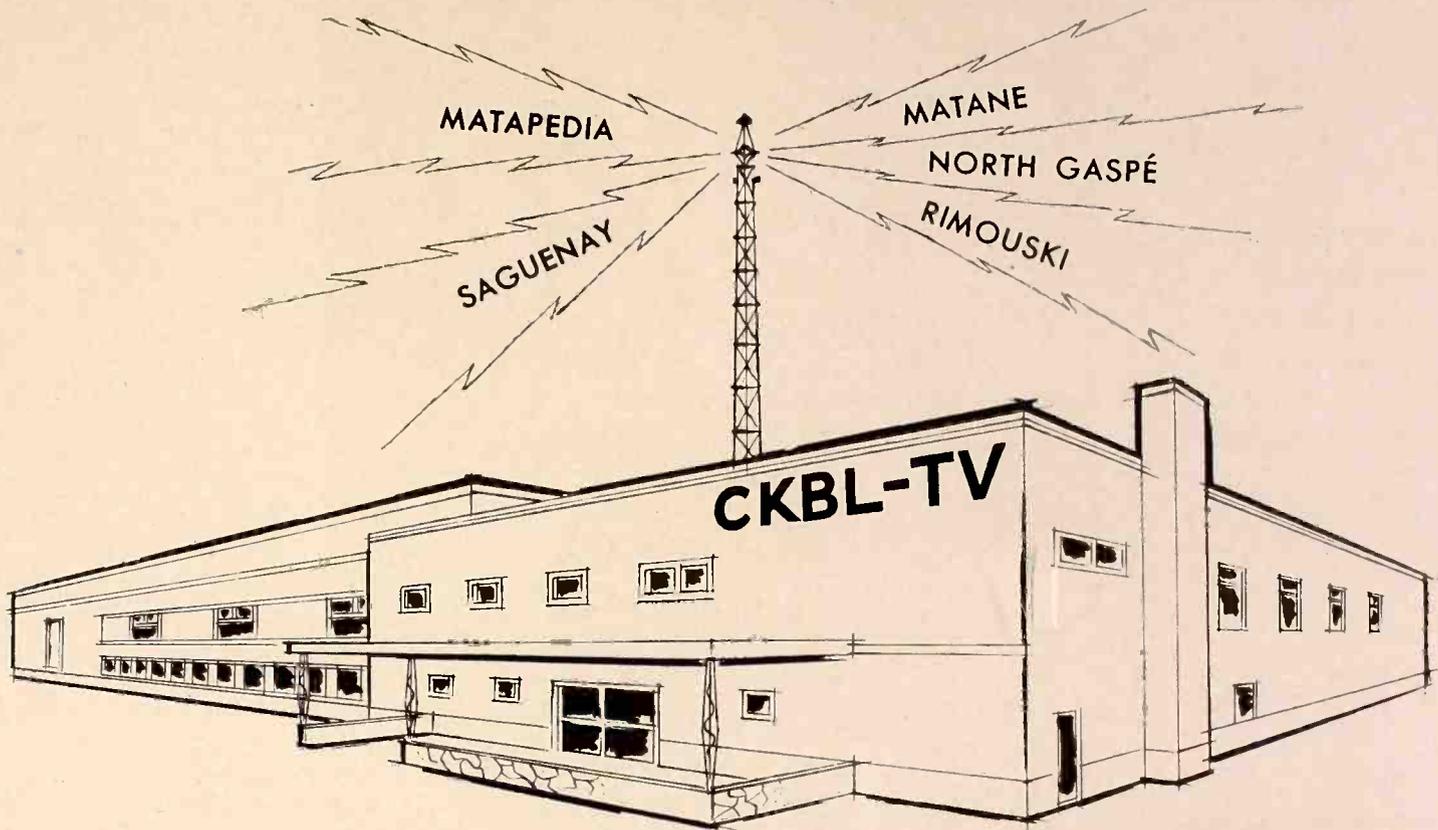
CKLC

BY EVERY SURVEY

KINGSTON'S FAVORITE

STATION!

ON THE AIR - AUGUST 23



CANADA'S NEWEST TV STATION! CKBL-TV Matane, Quebec



M. Rene Lapointe,
President



M. Octave Lapointe,
Vice-President

CHANNEL 9 BECOMES THE 10th!

Count nine TV stations in Quebec Province and now add one, because August 23rd is opening day for CKBL-TV in Matane!

The initial market of 10,000 TV households, plus 12 community antenna installations carrying Channel 9 is big news for French Advertisers. CKBL-TV now provides class "A" coverage for the first time in this major part of the Gaspé area.

Call your Hardy Man for Details

**CHANNEL NINE NOW
SERVING — SELLING
5 PROSPEROUS COUNTIES**

Retail Sales: \$ 91,612,000

Buying Income: \$165,229,000

Over

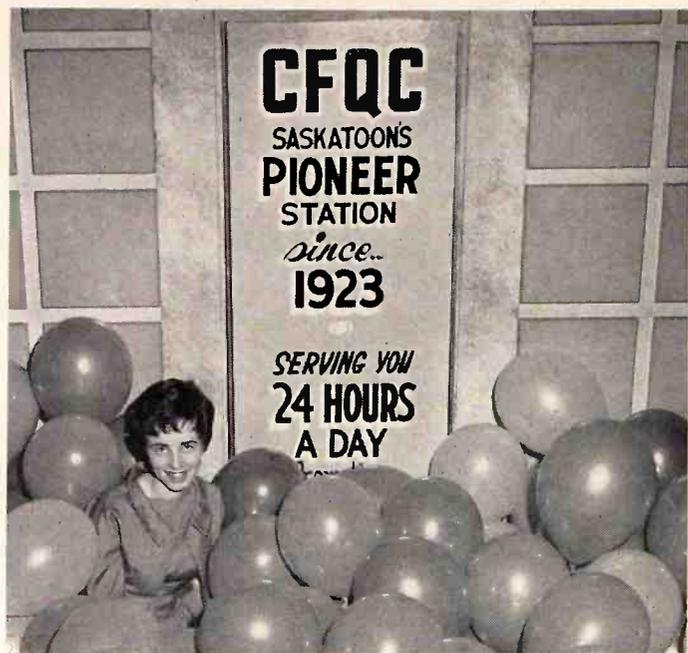
10,000 TV HOMES

HARDY



J O S . A . H A R D Y & C O . L T D .
Toronto, EM. 3-9433 — Montreal, PL. 1101

GIVE IT THE AIR . . .



via CFQC RADIO . . .

and net "bang-up" sales with the only medium that sells ALL of Saskatchewan's LARGEST Trading Area.

CONTACT OUR REPS
Radio Reps - Canada
Young Canadian Ltd. - USA



THE RADIO HUB OF SASKATCHEWAN

**IF YOU LIVED IN LONDON
YOU WOULD KNOW WHY
*MOST RADIO ADVERTISERS**

SELECT



* LONDON MERCHANTS CHOOSE CKSL 2 TO 1

Maritime TV

CKCW-TV STAGES LIVE FASHION SHOW



HAVING "FUN IN THE SUN" for CKCW cameras (left to right) a housewife, Simone Gunn, and three high-school students, Barbie Clay, Sue McCulley and Jean Martin. Below, coming down the ramp, all dressed up to "Travel in Style" are Jean Martin, Sue McCulley, Simone Gunn and another housewife, Davida Creaghan, all being greeted by TCA Hostess Jacqueline Garland, and TCA Captain Les Stokes.

MONCTON'S CKCW-TV recently made an all out effort on a studio production for a local ladies' clothing shop. The result was a series of two fashion shows complete with plot and "extras" in the cast.

The J. D. Creaghan Co. Ltd. wanted to show summer and resort wear without the usual stereotyped parade of models and mannequins; so the entire production staff went to work on the effort, with art sets, film inserts, and a "plotted" script.

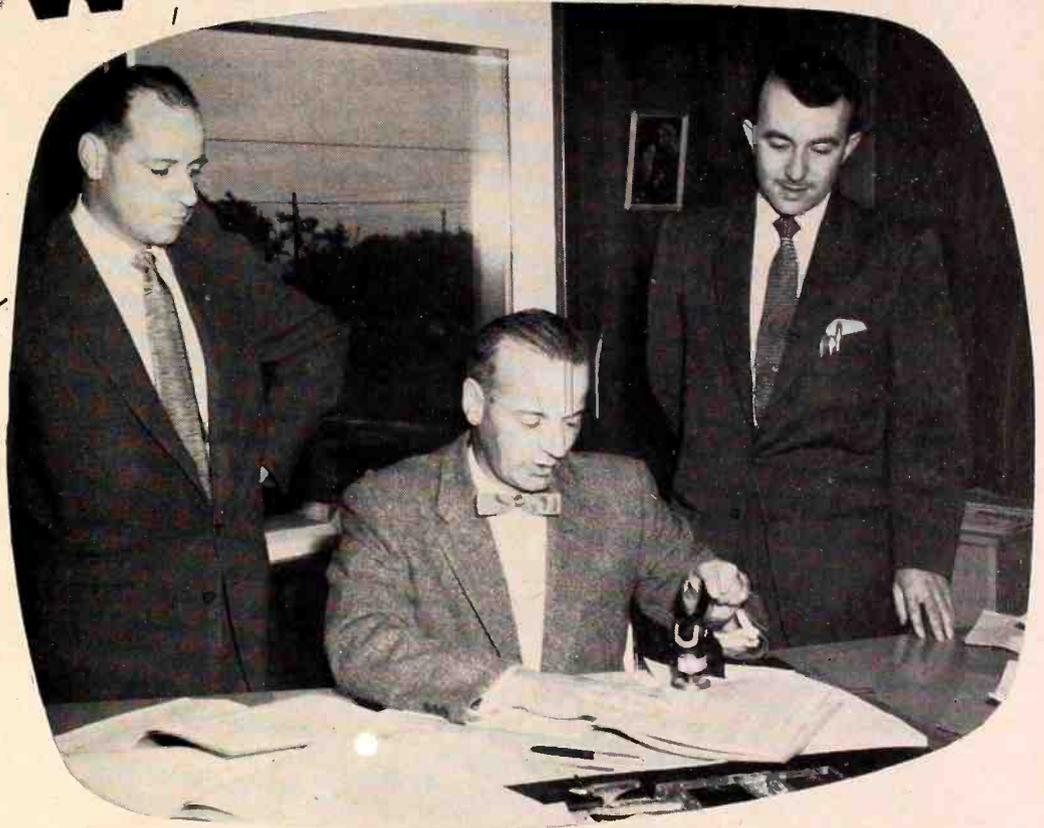
Fashion Show No. 1 was entitled *Fun in the Sun*, and against a set created by staff artist Bas Cloney as a replica of a nearby beach, complete with a ton of real sand brought into the studio, the models cavorted in the "sun", and incidentally displayed Creaghan's swimming suits and beach accessories. The show was actually divided into two scenes in the 15 minutes, with film bridges

of typical beach and water scenes to maintain the illusion of realism and to facilitate the movement of the models on the sets.

Fashion Show No. 2, called *Travel in Style*, presented clothes for travel wear. Once again Bas Cloney came up with two original sets, one, the replica of a TCA ticket office, and the second a stretch of tarmac, with a real loading ramp borrowed from TCA. Originally the production department had considered using rear screen effects, but voted for the elaborate art effects in order to provide another dimension to the sets.

Scripts for both shows provided for natural motions by the models in showing the clothes, and the split second timing by the producer in dubbing in the music and film inserts gave a smooth show which both the station and the sponsor felt offered a new approach to fashion advertising.

CKBL-TV, MATANE NOW ON THE AIR



Present at the signing of the contract were (left to right): For La Cie de Radio-diffusion de Matane Limitée, Octave LaPointe, Vice-President, Renée LaPointe, President, and Charles Boisvert, Eastern Broadcast Sales Manager, RCA Victor Company, Ltd.

Canada's 30th TV station to use RCA Victor equipment

Mineral-rich boom area now opened up to television advertisers

The opening of Canada's ninth French-language TV station, equipped with the exclusive RCA Victor 18-slot *Wavestack** antenna and powerful TT10AH 10-kw transmitter, brings one of North America's fastest-growing areas into the reach of Canadian advertisers. Quebec's booming Saguenay County can now be reached via CKBL-TV, Channel 9 . . . a new and vastly important advertising medium. Congratulations CKBL-

TV! We are proud to join you in bringing TV's finest picture to 237,406 prospective viewers.

Planning a TV Station? Call on the expert assistance of an RCA Victor Broadcast Engineer. He can be helpful at every stage of planning . . . from the preparation of briefs to the training of technical personnel. Or write directly to: Engineering Products Division, RCA Victor Company, Ltd. . . . 1050 Lacasse St., Montreal 30.



ENGINEERING PRODUCTS DIVISION
RCA VICTOR COMPANY, LTD.

HALIFAX • MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

*Registered trade mark

Radio

ALL-CANADA BRINGS STARS AND ACTUALITIES TO RADIO IN "BIG SOUND"

A NEW FEATURE of Canadian and international radio is *The Big Sound*, a production of All-Canada Radio and Television Ltd. At present distributed in monthly packages to 17 Canadian radio stations in all ten provinces, plans are now underway to offer the service in the United States, Great Britain, and Australia.

The Big Sound is a production service which allows local radio

stations to present for their listeners specially recorded interviews with prominent figures from the world of television, films and records. Also provided are introductions to records, news and weather reports that have been recorded by well known personalities. Among the "stars" who have made guest appearances on subscribing stations are Tab Hunter, Eddie Fisher, Debbie Reynolds, Stan Freburg and Bob Crosby.

Peter Harricks, broadcast services manager of ACRT, says *The Big Sound* was born when the networks and production syndicates turned their efforts to television, leaving radio without such familiar names as Bing Crosby, Jack Benny, Edgar Bergen and Charlie McCarthy, all of whom had been staples in radio since the '30's.

"Since our sources were no longer there," Harricks explained, "we decided to do something ourselves, and after talking with stations across Canada to find out their requirements we came up with the service we thought had the greatest value to the stations. So the idea for *The Big Sound* was born."

Because the main idea of the project is to bring the "stars" back to radio, a production company, "Stars International", was set up in Hollywood, where there is no shortage of "names." As the operation expands, ACRT expects to establish production facilities in major centres throughout the world.

SPECIAL EVENTS

In addition to keeping listeners abreast of the world of entertainment, *The Big Sound* will also keep them on top of important news events wherever they may happen. They have already provided listeners with a specially recorded commentary by Dr. E. T. Salmon, world affairs

specialist of McMaster University, who was in the Mediterranean at the time of the current mid-east crisis.

On the morning it was announced that the Los Angeles Dodgers would be getting a new stadium, an interview discussing the difficulties of getting the Dodgers established in the west was recorded over the telephone with the team manager, Walter O'Malley. This tape was duplicated and sent by air to subscribers in a matter of hours, for immediate broadcast.

A part of the September package will be on-the-spot coverage of the World Series, later in the season, football, hockey and golf will get *The Big Sound* treatment.

Other details of the service include recorded household hints, biographies of the people featured and programming ideas showing how *The Big Sound* can be fitted in a variety of ways into the subscribing station's schedule.

"Flexibility," is Program Manager Dana "Doc" Murray's aim for the service which he claims is "the only one of its kind in the world."

The Big Sound is an entirely Canadian enterprise, conceived and set up by ACRT, with sales offices in Toronto, Montreal, Winnipeg, Calgary and Vancouver. It made its debut last May over CFCF, Montreal.

DID YOU KNOW THAT...

Approximately 99% of all grapes grown in Canada are grown in Lincoln County?

That means a lot of revenue in a market,

Representatives
Paul Mulvihill
Toronto - Montreal

SERVED BY

CKTB
ST. CATHARINES

The NIAGARA DISTRICT STATION



ALL ABOARD! FOR LIONEL'S \$17,000,000 GRAVY TRAIN!

There's a story to be told here. A story of expansion, business and population wise. Of more money, more jobs and more spending. Yes, there are more new jobs, MORE SALES FOR YOU aboard this Gravy Train.

Learn this story and tell yours the most powerful way possible.
CALL TODAY FOR DETAILS



CNR SHOPS



MONCTON AIRPORT

Representatives
STOVIN-BYLES IN CANADA ADAM YOUNG IN U.S.A.
CKCW - TV
MONCTON NEW BRUNSWICK

MOBILE MIKEMAN SELLS SAFETY FIRST



FRENCHY JARRAUD, morning man on CJMS-Radio, Montreal, probably has the flashiest transportation in town these days. The station has provided him with a fire-engine red 88 Oldsmobile which is equipped with a flasher on the roof, a siren sanctioned by the police department, and a built-in tape recorder for on the spot interviews.

He uses the car to dash around the city collecting interviews and first-person accounts of happenings of interest to his listeners. Sometimes he even leaves the studio during his show, drives to the spot where the news is breaking, and collects the voices and sounds of the event for immediate airing by telephone recording.

Once, recently, he got to the scene

of a would-be suicide in time to talk the man out of his drastic action - - and at the same time bring his listeners one of the most unusual interviews they are ever likely to hear.

Frenchy's distinctive car is easily recognized, and the use of the siren and blinker must be discreet to maintain police co-operation. Frenchy co-operates by plugging traffic safety on the show. He reads excerpts from Motorists' Prayers, published by the Quebec Safety League, and sends them to listeners on request. Recently he took part in a safety demonstration in which two cars collided head-on; Frenchy, strapped into his seat, recorded exactly what happened in the "accident" then played it back to his listeners the next morning with the admonition to drive carefully.

TV Host Blasts Off In 12-Inch Rocket

A REAL BLAST-OFF was given the *Flash Gordon* series in Saskatoon when it made its first appearance recently on CFQC-TV's *Carnival*. Larry Langley, host of the daily show, took a realistic ride into outer space in a rocket ship - - with the help of the production staff.

Art director Nick Semenoff made up a 12-inch-long rocket, and with imaginative camera work it seemed to take off for a trip in Flash Gordon's world of outer space.

Langley himself, as pilot, was shown busily at work at a "control panel" operating the spaceship. In keeping with the futuristic motif, he wore a spaceman's suit and pilot's helmet, with a few additions - - such as lengths of vacuum cleaner hose coming out of the helmet, whose precise function remained obscure, but which looked important anyway.

Since *Carnival* is a spot sponsorship show, the *Flash Gordon* segment



has no specific sponsor, but viewer reaction, stimulated by the novel introduction, has been strong right from the start. The rocket now hangs in the studios and never fails to catch the eye of visitors who saw the opening episode.

G. N. MACKENZIE LIMITED HAS **the** SHOWS

MONTREAL 1411 Crescent St. TORONTO 519 Jarvis St. WINNIPEG 171 McDermott VANCOUVER 1407 W. Broadway

For anything musical—Jingles, Shows, live or recorded—contact

DON WRIGHT
Productions

OFFICE: 32 ALCORN AVE., TORONTO, WA. 3-7329

Residence: 77 Chestnut Park Rd., WA. 5-1631

Thank You

TRI ART COLOR CORPORATION (Canadian affiliate: Associated Screen Industries, Montreal) for magnificent color processing and sensational service on our latest film production **OUR CANADIAN GROCER**—1958 20 minutes... 35mm Eastmancolor—Scripted, produced and delivered in 19 days to meet a deadline.

Produced by

MERIDIAN FILMS LTD.

At the Meridian studio, 1202 Woodbine Avenue, Toronto
industrial and public relations films commercial films
films for television television commercials

Julian Roffman

Call OX 8-1628

Ralph Foster

Research

THE RIGHT KIND OF SHOW MEANS MORE THAN THE SIZE OF THE AUDIENCE

From an address to the Proprietary Association of Canada

by HORACE SCHWERIN

CANADIANS, WITH a good deal of reason, frequently express concern about the influence of American programs. This influence takes both a direct and an indirect form.

The direct form of the problem is your continuing preoccupation with the extent to which American programs should be permitted to invade your own broadcast schedules.

The indirect problem is the competition from stations in the United States that are within range of many Canadian viewers' sets.

While these problems may have many facets, there is one aspect of the research we have done that, I think, may provide some fresh light. More important, our findings should afford encouragement to this audience for these related reasons:

(1) Our research shows, over and over again, that the kind of show is more important to the advertiser than the size of the audience.

(2) It shows further that many of the American programs of the types that are most frequently broadcast these days are among the least desirable from the viewpoint of sponsor effectiveness.

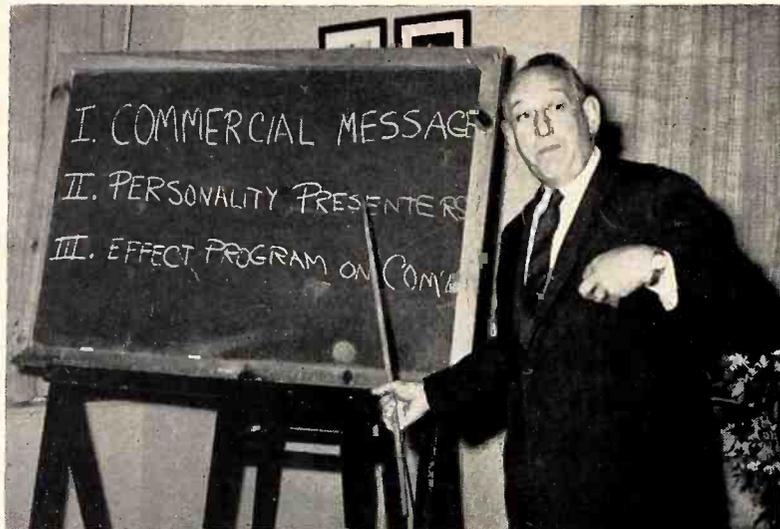
(3) It shows further that there is a smaller incidence of such types among Canadian-produced programs, which more commonly tend to be of the sort that can add sub-

stantial values to the advertising that is placed in them.

There are certain basic qualities to be found in effective commercials and not to be found in ineffective commercials, regardless of where they appear. But over and above that, no commercial that is placed in a program is operating in a vacuum; it is intimately related to

(2) The advertiser must grasp the nature of and take advantage of this involvement.

Now, involvement is not an absolute and wholly mysterious force; it is not a "secret ingredient" which can be added to a show the way bread is fortified with niacin. Involvement is intrinsic, and it varies widely as to type, degree and pattern.



and affected by the entertainment that surrounds it.

This concept that the show does create added values will seem obvious to most of you here, yet it is surprising how much it is neglected. Even many of those who do pay lip service to the principle think of it in such elementary and even primitive terms that their "little knowledge" does more harm than good.

Actually, we have found that in compatible program surroundings, a commercial can - - and will - - double or even triple its effectiveness over what it can achieve in a less hospitable show. To accomplish this, however, two conditions must be present.

(1) There must be involvement in the program on the part of the viewer.

For - - although amazingly enough there are those in television who are not conscious of this kindergarten-level truth - - the viewer turns on his set to see the show, not the commercials.

The type of involvement depends on the nature of the specific program. It can be sympathetic, empathetic, antagonistic, relaxed, detached, of the "learning" type, and so on.

Obviously, the viewer does not react in the same way to a discussion of home furnishings on *Open House* as to the comedy antics of *Wayne and Shuster*.

Involvement is likewise different in degree. The viewer may be so completely absorbed in one program that he lights the wrong end of his filter cigarette; another show may engage him so slightly that he leafs through a picture magazine while he half watches what is happening on the screen.

Shows also have different patterns of involvement. That of the typical variety show, for example, seems to take the form of curves of attention that leave the middle commercial in a non-tense, emotionally rather "neutral" midway point. Tense shows like mysteries, westerns or melodramas, on the other hand, create patterns of intensity that tend to surround and even "inundate" the commercials which appear in them.

We first began encountering these conditions in our research many years ago, and the evidence of their existence and prevalence has mounted ever since. Even as far back as 1950, for instance, we found for the Toni Company that an audience participation show, *Give and Take*, was doing five times as well in terms of remembrance and belief with the same commercials as was a tense mystery, *Crime Photographer*. The difference was so pronounced that *Give and Take* was considered the better buy by the Toni Company, despite the fact that the mystery was enjoying nearly double its rating.

Since then, we have again and again run into cases where sponsors have encountered difficulty in inserting commercials in tense programs.

The problem has been greatest in the middle position, where the pattern of intense involvement is most apparent. It turns up, too, in the opening position, because of the frequency with which a teaser scene precedes the first commercial and thereby builds a high immediate peak of intensity. The closing position appears to be far less hazardous, the tension usually being sufficiently resolved by then for the commercial to have a fair chance.

As a result of this, we have run into frequent instances where commercials are only half as effective in tense programs as in shows of other types.

With the present tendencies in American programming, this paints a rather gloomy picture on our side of the border; we are promised - - perhaps a better word is "threatened" - - that fifty per cent or more of the network offerings this fall will be of the tense type. In contrast, Canada, with its more balanced programming and more substantial reliance on shows of the relaxing sort, gives the average sponsor a fairer prospect from the qualitative viewpoint.

I do not want to oversimplify to the extent of suggesting that tense shows are inevitably bad buys, or that it is impossible to gain benefits from them. Such is not the case. All I am saying is that advertisers must learn to adapt their commercials properly to the pattern of environment, and that in most instances no attention is paid to this requirement.

Filmed commercials are scheduled for insertions into shows without regard to the nature of the program; indeed, quite often the arrangements are made by someone who has no idea of the plot of the particular episode, nor of the action immediately preceding the commercial. Small wonder, then, that we get examples like this one we tested some years ago.

An ice cream commercial that had been extremely effective in a bland variety show was placed in a tense mystery. Its presentation of the taste appeal of ice cream made from luscious strawberries immediately followed a gory murder scene. Small wonder that its original effectiveness vanished entirely under those unfriendly conditions!

The television program is not a fence or hoarding on which the advertiser can plaster his commercials like so many posters. It may enhance, but it can also detract from, the effectiveness of this advertising. Viewer involvement requires careful co-ordination of program and commercials. Wherever possible, specific commercials should be tailored and earmarked for specific positions in specific shows.

A well liked and popular show is naturally important, but that is another subject - - and, I might add, everyone seems aware of that side of the coin. What is not sufficiently realized is that a high rating is no panacea, nor are "cost-circulation" calculations alone an adequate standard for comparing program buys

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

CFPL-TV LONDON

builds up sales...

paints your competition right out of the picture.

Brush Up on Western Ontario's Sales Builder — CONTACT CFPL-TV

KVOS TV DOMINATES CANADA'S 3rd MARKET

Your best customer is the woman who runs the home . . . pushes the shopping cart . . . connects everything she buys with the well-being of her family. She does a lot of her shopping *before* she visits a store. She does a lot of it from the comfort of an armchair. How? Through the convenience of KVOS TV — the dominant TV station in the 1¼ billion dollar Vancouver-Victoria market. Because of the high entertainment quality of its programs, KVOS TV-advertised products win greater recognition and acceptance from her — and, consequently, greater sales for you.

A representative group of the national advertisers on KVOS TV: Alka Seltzer, Ansco of Canada, Breck, Colgate Halo, Coutts Hallmark, Carnival Straws, Avon, Dorothy Gray Ltd., Lux, Lysol, MacLeans Toothpaste, Max Factor, Orange Crush, Gleam, Pepsodent, Templetons, Whitehall Pharm., American Chicle, Carters Liver Pills, Scott Paper Co., Brisk Toothpaste, Mennen, Moirs Ltd.

**VANCOUVER - VICTORIA - NEW WESTMINSTER
NANAIMO - FRASER VALLEY - PORT ALBERNI
POWELL RIVER**

CHANNEL 12

Sign-on-Time: 8:30 a.m. Monday thru Friday.



CHANNEL 12

KVOS TV

(CANADA) LTD.

OFFICES: 1687 West Broadway, Vancouver, B.C. CHerry 5142

REPS: STOVIN-BYLES LIMITED —
Montreal, Toronto, Winnipeg.

FORJOE TV INC. —
New York, Chicago, Los Angeles, San Francisco.

CFQC Anniversary

THIRTY-FIVE YEARS AGO THEY HAD TO YELL LIKE - -

FROM FIFTY WATTS WITH a one-man staff broadcasting a few hours a day in 1923 to five-thousand watts with a fifty-man staff on the air 24 hours a day in 1958. That is only a part of the story of CFQC-Radio Saskatoon, over the last 35 years.



A. A. Murphy

It all started in 1922, when owners of the Electric Shop Limited, Streb and Murphy, bought up some old crystal sets and receiving apparatus with the idea of starting a radio station. After due consideration of

their financial status, A. A. Murphy went to Calgary to see W. W. Grant, who operated CFCN-Radio, Calgary, and who had learned the fundamentals of radio broadcasting in the army. A deal was made in which Grant would build and install a fifty watt transmitter. (Grant, incidentally, is now chief engineer at CKLC, Kingston).

CFQC's first transmitter house was a small frame building with two sixty-foot telephone poles, strung with rows of copper wire as aerial towers. On July 18, 1923 the station went on the air.

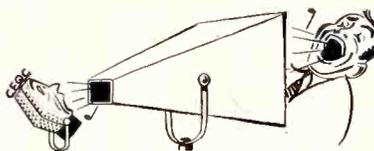
EARLY PROBLEMS

During the first days of the station the transmitter building was the complete station. There was no such thing as a line linking the transmitter with the studio, and all programs originated at the transmitter. The records revolved on an ordinary gramophone, and it was not unusual to hear the machine being wound up while a program was in progress. Of course this was accompanied by an apology from the announcer.

The music was picked up by a carbon microphone and fed into the transmitting equipment. Quite often the carbon in the microphone "packed" and this interfered with

the quality of the programs. Sometimes it was necessary to shut down for a minute or two, shake the microphone vigorously to "unpack" the carbon and then resume broadcasting. However, the most effective but not the speediest way to correct this problem was to take the microphone apart and replace the "packed" carbon with fresh granules.

In addition to this microphone trouble the early era microphones were short on sensitivity and to have his voice reproduced reasonably well, the announcer frequently had to resort to yelling. The station built



a loudspeaker box to aid amplification and placed the microphone at the tapered end. Artists spoke or sang into the large open end of the box.

But through all these trials and tribulations the station grew and in 1925 increased its power to 250 watts. In 1927 the transmitter was moved to the Exhibition grounds and again

CFQC increased its power. This time to 500 watts. The following year the studio moved to its present location at 216 First Avenue North.

Over the next two years other changes were apparent. Business firms started to pay for their announcements. The first local advertising contract which CFQC signed was with Tucker and Bate. Other early local advertisers were the OK Economy Stores and Quaker Oats. The first national concerns to sign contracts with CFQC were the Eveready Batteries, Neilson's Chocolates, Imperial Tobacco and Imperial Oil.

MORE POWER, MORE PROGRAMS

In 1934 another power increase brought CFQC up to 1,000 watts. A new transmitter was installed, the transmitter tower climbed another 75 feet skyward, and the frequency was changed. In October, CFQC expanded its broadcast schedule to about 75 hours a week and one year later offered programs from early morning to late at night.

In January 1941 new studios and offices were completed and the official opening was carried by the CBC. The station also increased its schedule to 17 hours a day. Then in 1947 its new transmitter, operating at 5,000 watts, went into new quarters on Eleventh Street. And in 1957 CFQC started broadcasting round the clock.

BROADCASTING IS PEOPLE

An integral part of CFQC is Nan Marshall, office manager, known to all CFQC employees as Marshy. She knows all the people who at one time or another worked under the Murphy banner. She is a goldmine of information and if you want to know anything about CFQC -- ask Marshy.



"Marshy"

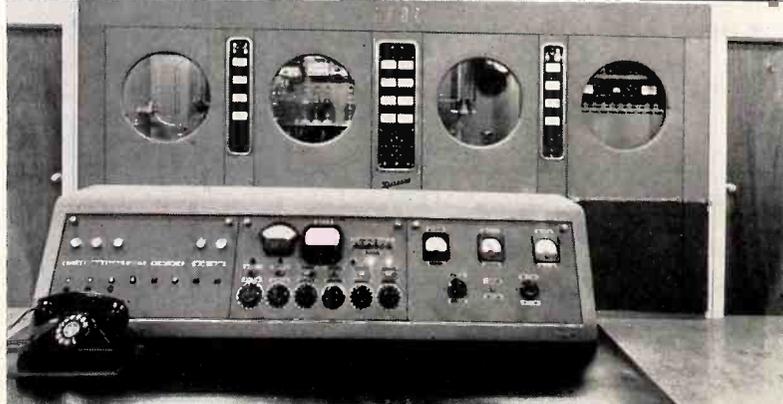
An important role in a radio station that rarely comes under the spotlight is that of the engineer. Carl O'Brien, for many years chief transmitter engineer at CFQC, started with the station in 1924 and is still in there pitching. Get him alone for half an hour and doubtless he can tell you a tale or two about radio in the early days.

Lyn Hoskins joined the staff in 1931 as transmitter operator and is still there as chief engineer. Once he narrowly escaped death, when 1500 volts from a faulty generator, went through his body and left him with severe burns.

Jack Wells got his start as a sports announcer with the station in 1937. Today he is well known in the same work in the Winnipeg district.

1941 saw the establishment of the CFQC News Service with the appointment of Godfrey Hudson as news editor. He is now with BROADCAST NEWS in Toronto.

Other voices in Canadian Broadcasting that were once heard over CFQC belong to George Dawes, now with CKRC, Winnipeg; Wilf Gilbey,



THIRTY-FIVE YEARS OF PROGRESS is illustrated in the comparison of CFQC's present transmitter and a reconstructed model of the first transmitter. The model was made by Carl O'Brien, CFQC engineer. Shown inspecting the model at the birthday celebration last month are Al Young and Cy Cairns, early station employees.

POINTS OF SALE

BBM proves that 84% of the homes in the NORTH BAY area are TV-Equipped

Reach this CAPTIVE Market at Lower Cost with **CKGN-TV**

PAUL MULVIHILL & Co. Ltd.

TORONTO
77 York St.
EM. 3-8814

MONTREAL
1543 Crescent St.
MURRAY MacIVOR
PL. 1097

now manager of CKSW, Swift Current; Jack Cennon, now production manager at CKBI, Prince Albert; Curly Dyck, now manager of CHED, Edmonton and Harry Dekker, now manager of CJNB, North Battleford.

TOP BRASS

Two other members of the CFQC crew, in fact they are the executive officers, are Vern Dallin and Blair Nelson.

Vern Dallin joined the staff in 1935 as an announcer and control operator and looked after sales as well. He was a former school teacher and an engineering graduate from the University of Saskatchewan. He was promoted to commercial manager and in 1945 became station manager and when television came along was made the assistant manager of CFQC-TV as well. Last year he was president of the CARTB.



Vern Dallin

Blair Nelson is a veteran of the United States Marine Corps, with four years of active service in the Pacific and a business administration degree from the University of Minnesota. He joined CFQC in 1945 as sales manager. Upon the advent of television, he became manager of CFQC-TV and assistant manager of radio.



Blair Nelson

Besides offering a wide selection of programs, CFQC, like many other stations, has a sacred cow, and that is their news department. And the station has received the recognition to prove it. In 1953 and 1954 they were awarded the Radio and Television News Directors Association award for the most outstanding news operation in North America. Also in 1954 they received the Beaver Award presented by this paper. The citation read: "for the pioneering effort of its News Department, directed by Godfrey Hudson, in establishing the station's own editorial voice with the program *Opinion*, as reported

November 18, 1953 in *Dateline Saskatoon*."

Today CFQC has a news staff of 12 who are on the job 24 hours a day and they say they never miss a thing. To complete their news equipment they added a mobile truck in October 1957.

One incident in CFQC's history received recognition as far away as London, England. During March 1931, when the transmitter was located at the exhibition grounds, Geoffrey Bartlett was all alone in the building. He had just finished broadcasting a description of a stolen car at the request of the city police, when the serene surroundings were shattered by the crashing of glass, a startled cry and a dull thud. A twelve inch steel bolt had been hurled through the window and narrowly missed Bartlett's head.

As soon as he realized what had happened, he yelled: "Quick call the police". The urgency of his appeal plus the sound of the breaking glass preceding it provided listeners with some excitement.

Although the mysterious assailant was never apprehended, it was thought that the bolt hurler was probably the car thief who was just passing the station when he heard the description of the car. This small incident was mentioned in the LONDON DAILY MIRROR, the SUNDAY EXPRESS and the CHICAGO HERALD.

DJ Is Alta Ambassador

AS OFFICIAL recognition for his winning the title "Mr. D-J USA," Ross (Baldy) Arthur of CFCW, Camrose, Alberta, emceed the *Grand Old Opry* from Nashville, Tennessee, on August 1.

Arthur was flown to Nashville for the radio and television broadcast to receive the award which is given annually to a disc jockey broadcasting country and western music. He took with him a copy of Alberta's Golden Jubilee anthology to present to Governor Frank Clement of Tennessee on behalf of the province.

The 29-year-old disc jockey began his career in radio 14 years ago at CKBI, Prince Albert, Sask. He also worked at CJVI, Victoria and at CFCN, Calgary.

CJVI LEADS

IN

24 OF 36

OF

HALF-HOUR PERIODS

IN

VICTORIA

British Columbia

SEE McDONALD SURVEY - MAY 1958

If you do not have a copy, write and we will send you one.

FRENCH CANADA

is an important market, but it has to be sold in its own language.

The Broadcaster for September 11 will contain a number of articles and features, designed to help English-speaking businesses sell their goods to their French-speaking fellow-Canadians, by presenting them in an effective manner.

IT'S SUMMER AGAIN!

and in New Brunswick—that means thousands of tourists. Add these to the huge personnel at Camp Gagetown plus our already responsive population and you've got a mighty big market. We at CFNB have been catering to these people for many years and in central New Brunswick, we are the only "real" source of information. If your product fits the picture . . . let us spread the good word.

CFNB

SERVING NEW BRUNSWICK'S EXPANDING ECONOMY

See the All-Canada Man or Weed & Co. in the U.S.

Don't take
a chance on
a glance . . .
take a good
LOOK
and learn why
CHOV is the
BUY that
SELLS

CCAA

WOULD CONTROL FREELANCERS ON PRIVATE STATIONS

THE CANADIAN COUNCIL of Authors and Artists, which has jurisdiction over professional radio and television performers, says it has a strong interest in eventually extending its jurisdiction into the private broadcasting industry, but only insofar as freelance talent is concerned. However, CCAA President Neil Le Roy says it has no immediate plans of doing so, although the CCAA is now seeking letters of adherence from stations planning to use or now using talent on facilities other than their own. (This would include private networks, commercial recordings for use on other stations, etc.). The letters would state that the stations will abide by CCAA minimum terms and conditions.



Neil Le Roy

"At the moment," Le Roy said, "agreements between us and the CBC, and us and the advertising agencies, are such that they protect both CCAA and the private broadcasting stations without further specific agreements being negotiated." In effect, any areas of friction which might include the private broadcaster are already negotiated before they reach the individual station. For instance, CCAA members

receive residual payments for work they do on taped or kinescoped commercials. This payment is made by either the sponsor or the advertising agency - - usually the agency - - and therefore is not the concern of the station using the commercial.

In another instance, many of the production staffs of radio and TV stations perform functions which come under the classification of "professional performer" as laid down by the CCAA. These include newscasters, actors, singers, comics, sportscasters, commercial announcers, writers and so on. Normally they would have to become CCAA members and refuse to work for rates less than CCAA minimums. However, CCAA waives its jurisdiction over performers who are staff personnel, and among private stations most such talent would normally be on staff.

Moreover, CCAA offers various discounts, should the situation arise where union members were employed in such a capacity that they would have to demand union minimums. These discounts make considerable concessions in favor of private stations.

For instance, the rate for a freelance newscaster reading a five-minute sponsored newscast is \$12.50 per program. Five days a week, this would total \$75, on a once-a-day basis, a rate not likely to be within the financial range of a local station. However, various discounts for which the station may apply could

reduce this amount by as much as 40 per cent. If the station still wanted to use the freelance union member, its cost would be reduced, in this case to \$45 a week.

TRAINING GROUND

"We believe that the individual station has a community service to perform," says Le Roy. "Further, we believe the station has a responsibility to encourage the broadcasting arts. But there must of necessity be a training ground, and as long as the community station can offer this training ground - - without creating a situation which would be to the detriment of professionals - - we believe it should be given every encouragement."

As a result of this broad policy, many broadcasting performers are exempt from union jurisdiction. These include members of the public appearing incidentally, as part of a public event or as a studio audience or participant in a quiz show. Others exempt are amateurs appearing on bona fide amateur programs; school children without professional status; speakers in public affairs programs.

In this connection, Don Martz of CKCO-TV, Kitchener, Ont., would have no problem with his proposed amateur talent shows. While the show hasn't been launched yet - - although auditions have begun - - the idea is to use amateur talent in a production handled by staff announcers. This situation is not considered by the CCAA to be within its jurisdiction.

On the other hand, CKEY-Radio in Toronto did have a problem in planning its dramatic series, *Canadian Playhouse*, which was also aired over CHEX, Peterborough; CKOY, Ottawa; and CJOY, Guelph. It was hoped to use about eight amateur players per show, with two professional actors on hand to give the amateurs experienced help and to maintain a good broadcast standard.

CCAA refused the request because its agreements state that when members work with non-professionals, the non-professional must be qualified by work permits and receive basic minimum payments. *Canadian Playhouse* offered cash prizes to the amateurs, although it did offer to pay over-scale to the professionals.

"We have found private station managements to be reasonable and fair," said Le Roy. "There are no instances of past difficulty, but should such a difficulty arise, in all likelihood it would be handled through the ACA or CAAA. We would merely state that such and such a station could not be given taped or filmed material - - commercial or otherwise - - in which our members were used."

UNION OF UNIONS

CCAA, incidentally, is a national union, chartered by the Canadian Labor Council. Its member organizations, which in effect function as union locals, are: Association of Canadian Radio and Television Artists, with offices in Toronto, Winnipeg and Vancouver, and L'Union des Artistes in Montreal and Société des Artistes in Quebec City. CCAA is now in the process of opening additional offices in Halifax, London, Ottawa and Hamilton.



FEEL SECURE!

COVER
QUEBEC
WITH
CHRC

RADIO



QUEBEC CITY
800 K.C.

10,000
WATTS

Reps.
Canada: Jos. A. Hardy & Co. Ltd.
U.S.A.: Young Canadian Limited

CKDA

FIRST

IN VICTORIA

**144 SURVEY PERIODS
CKDA LEADS IN 107**

TIES IN 8

(B.B.M. 1958 Spring Survey)

FIRST

IN VICTORIA

MAY 1958 - 'DA 7.5%

MORE AUDIENCE THAN STATION "U"

JUNE 1958 - 'DA 12.2%

MORE AUDIENCE THAN STATION "U"

(Elliott-Haynes Ltd. — Monday through Friday)

RADIO **CKDA** VICTORIA

TRULY

"VICTORIA'S MOST-LISTENED-TO-STATION"

BBM BUSINESS BOOKS BY MAIL

Books are the answer to the problem of keeping ahead of the fast-moving developments of radio and television broadcast advertising. Here is a list of recommended reading selected from the text books used by the Radio & Television Arts course of the Ryerson Institute of Technology. The Broadcaster Book Department will do your shopping for these or any other books and ship them to you prepaid.

Radio

RADIO THE FIFTH ESTATE (Walker)	\$ 5.25
RADIO PRODUCTION AND DIRECTION (Crews)	5.50
PROFESSIONAL RADIO WRITING (Crews)	5.50
HANDBOOK OF BROADCASTING (Abbott & Rider)	9.10

Television

TECHNIQUES OF TELEVISION PRODUCTION (Rudy Bretz)	11.50
MOVIES FOR TV (Battison)	5.50
TV WRITING AND SELLING (Roberts)	7.75
TELEVISION SCRIPTS FOR STAGING AND STUDY (Stasheff & Bretz)	5.75
TELEVISION TECHNIQUES (Bettinger & Kornberg)	6.00
STAGING TV PROGRAMS AND COMMERCIALS (Wade)	7.75
THE TELEVISION PROGRAM (Stasheff & Bretz)	5.75

Advertising

ADVERTISING AGENCY OPERATIONS AND MANAGEMENT (Roger Barton)	8.05
--	------

General

ROGET'S THESAURUS	3.50
WEBSTER'S COLLEGIATE DICTIONARY 1196 pages	5.50
Indexed Edition	6.50
BARTLETT'S FAMILIAR QUOTATIONS	11.00
OXFORD'S COMPANION TO MUSIC (Choles)	14.00

Book Department

CANADIAN BROADCASTER

54 Wellington St. West

Toronto 1, Ontario

In B.B.M. or Elliott-Haynes

CKY has the BIGGEST AUDIENCE IN WESTERN CANADA

B. B. M.

CKY delivers 143,200 listening HOUSEHOLDS per week. The BIGGEST audience in Western Canada. B.B.M. Spring '58.

ELLIOTT - HAYNES

CKY - 48.6% of Area Listeners.
 Stn. C - 32.9%
 Stn. B - 18.5%
 100.0% (June '58 Area Report).
 CKY circulation 303,813 ADULT listeners. Largest audience in the West.

5000 Watts
580 Kcs.



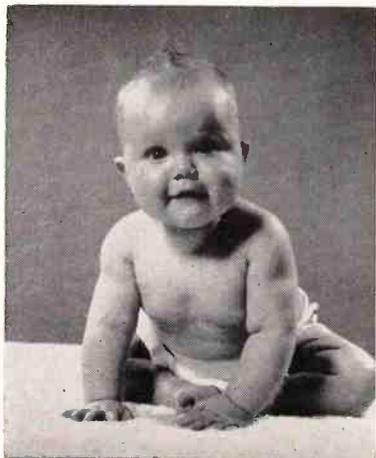
WINNIPEG

THE BIG STATION

Reps. Stovin-Byles, Canada

Forjoe, U.S.A.

Have YOU Heard The News...



About The New Arrival At CKBL Matane?

The Management of CKBL Matane, Quebec is proud to announce the opening of

CKBL-TV!

CHANNEL 9 ON THE AIR AUGUST 23rd

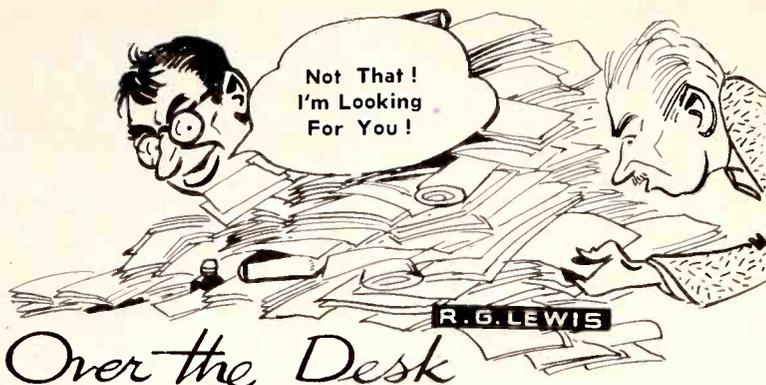
Now... for the first time, class "A" coverage is available to advertisers in the Gaspé area! Sell this wealthy market (retail sales \$91,612,000) with the new, penetrating power of CKBL-TV Channel 9. Over 12,000 TV homes already established!

Represented by

JOS. A. HARDY & CO. LTD.

TORONTO EM. 3-9433

MONTREAL PL. 1101



Over the Desk

RADIO AND TELEVISION stations have their representatives galore, right across the land. Now three young men, with gleams in their hearts are turning to the oceans. Radio and TV send out waves, 'tis said, so probably it's a good idea. Anyhow Ted Pepler, Alex Stewart and Guy Daviault have hung out their shingle as national reps under the highly logical name of Trans Ocean Radio & TV Representatives Ltd. The name *must* be logical, because I can see no other reason for it.

The new organization is the outcome of a decision by Bruce Butler (former general manager of Jos. A. Hardy & Co. Ltd.) to go back to work (as Canadian representative of Walt Disney Productions - - title now being devised) instead of starting his own rep office.

For the time being, Pepler & Co. (I just can't bring myself to call them TORTVR) have dug in at 219 Bay Street. September 1, they move into permanent Toronto offices in the General Assurance Building, 357 Bay Street. In Montreal they are located at 1500 St. Catherine Street West.

So overcome are these boys by the preponderance of their firm name, that so far they have been too worn out to hang titles on each other. However, Pepler is the youngest (29), so they mention him first, presumably because he is likely to live longer.

After four years as a lieutenant in the RCHA, including a side trip to Korea, Ted Pepler decided that the broadcasting business was the second easiest way to make a living without working too hard, and linked up with Bruce Butler, in the Jos. A. Hardy Toronto office. For five years he has been managing the radio division of that office, so that, in his new spot, only the names are changed.

Alex Stewart, 36, veteran WO of the RCAF, saw action over Germany, Yugoslavia and North Africa. Before

he found out about broadcasting, he was a jewelry traveller, but four years ago, when all his friends were safely married, he turned in his samples and started in to manage the TV division of the Hardy office.

Guy Daviault, 39 (honest), started in broadcasting in the commercial department of CKAC, Montreal. This was in 1943. He moved to CHLT, Sherbrooke in 1947, and joined the Montreal office of Jos. A. Hardy & Co. - - still under the late Jos. A. - - in 1948. Guy is in charge of the Montreal office of Trans Ocean and is assisted by Gil LaRoche.

The boys have what sounded in these ears like a new approach to repping. Ted Pepler put it this way. "Local stations have local programs with truly proven local acceptance. Trans Ocean proposes to specialize in acquainting national sponsors and agencies with these shows, by letting them hear actual tapes and helping them devise ways and means of integrating the commercials into these established shows."

Trans Ocean tees off - - or should I say sets sail? - - with CHLT-Radio and CKTS-Radio, Sherbrooke; the Radio-Nord group, both radio and TV; CHCA-TV, Red Deer and CJSO, Sorel. Anyone for lunch?

DO IT YOURSELF GUY

There's a man from Toronto's Agency Avenue you are going to hear from in these columns, starting next issue, by the name of Charles R. Bick.

Charles is no relation to the chairman of the Toronto Police Commission, Charles O.

Bick. Neither is he connected with Walter B. of Colgate-Palmolive. Our Charlie is creative director, Radio-TV, for Erwin Wasey Ruthrauff & Ryan, Toronto. He just moved in from Buffalo, after ten years with film companies and agencies in the Great Lakes area of the U.S.

Charlie is going to hold forth on a variety of subjects dealing with copy writing in general and commercials in particular. His claim to this omniscience is not that he is some sort of an oracle, but that throughout his career in the field he has been a do-it-yourself guy.

With a wide experience of putting words into action, he starts out next issue with an article on how to get to where you are going without falling into a pit, with your TV commercials. Charlie knows what he means by this, and so will you - - next issue - - when you check Charlie.



Charles R. Bick



Answers your phone whenever you are away from your office or residence.

Phone for Booklet in

Toronto WA. 4-4471 Montreal UN. 6-6921

Other subjects will be "pre-testing your commercials"; "radio copy depends on sound"; "the difference between radio, TV and print"; "will your copy come off in Vancouver, Winnipeg and Halifax?"

Charlie's neck is out a mile when he invites you to suggest further topics.

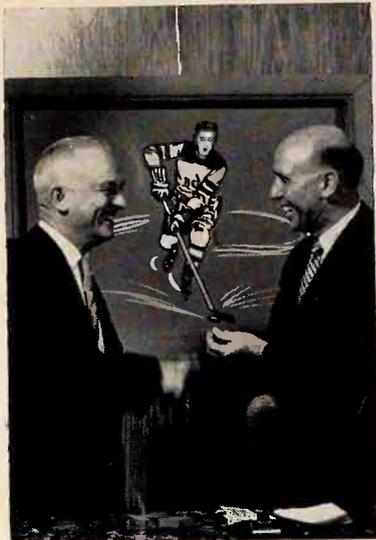
After three months in Canadian advertising, Bick can't fathom why even the lousiest commercial gets used as long as it was filmed in New York. After being exposed to New York and Hollywood commercials, he came to Canada expecting the worst, and found the best. That's what the man said. Five years ago Canadian commercials may have been as green as their makers. Today, he says, they can be compared with those being made anywhere. But, Charlie said, he is judging Canadian work by what they are doing now - - not by what they did five years ago or even last year.

CITED FOR SERVICE

MAX JACKSON, sports director of CKWS-TV, Kingston has been awarded the Gold Stick by the Ontario Hockey Association.

The Gold Stick, a lapel pin, is an order of merit in hockey awarded by the OHA for outstanding service to the game other than as a player. Such service must have been for a period of not less than ten years continuous duration. The award may be made to any person who has rendered such service to any organized hockey association in the world.

Since the award was established in 1948, only 38 Gold Sticks have been presented to leading figures in the hockey world.



SPORTING A BIG smile as he receives his Gold Stick of the OHA is Max Jackson, right. Making the presentation is Lorne Cook, president of the Ontario Hockey Association.

Max, whose whole life has been devoted to sport, has 15 years' experience in broadcasting. His radio announcing is done as a hobby only and this includes baseball and hockey, play-by-play and between period and inning commentary interviews.

Also as a hobby he has written a sports column for the KINGSTON WHIG-STANDARD for the past 22 years.

And speaking of columns, that's it, so buzz me if you hear anything, won't you?

\$92,000,000*

was the

1957

Total Income

for the

Trading Area Population

in the

Dawson Creek Area

The only way to cover this wealthy market successfully is through

CJDC

DAWSON CREEK
B.C.'s CENTENNIAL CITY

The only B.C. station serving the B.C. - Alberta Peace River Block

* Trade and Commerce Magazine, March 1958.

RADIO REPS in Toronto and Montreal
JOHN N. HUNT in Vancouver
A. J. MESSNER in Winnipeg
DONALD COOKE in USA

Buy me one, Henry!

CFQC-TV
FEATURE Buy

HENRY'S NOT ALONE!
"BUY ME ONE" IS A FAMILIAR CRY IN CENTRAL SASKATCHEWAN WHERE VIEWERS SEE PRODUCT DEMONSTRATIONS ON **CFQC-TV**
RESULTS: RETAIL SALES IN SASKATOON ABOVE THE NATIONAL AVERAGE IN ALL CATEGORIES.
CONTACT TV REPRESENTATIVES LTD.

CHANNEL 8 **CFQC-TV**
SASKATOON, SASKATCHEWAN
SERVING 45,000 CAPTIVATED TV HOMES

Potts' SPOT

● Lorrie reports that on his recent trip out west he was most impressed with the Camrose Market. CFCW is a household word in central Alberta.

● All the best to Lloyd Hefford who was recently appointed an account executive with Erwin Wasey, Ruthrauff & Ryan Limited.

● Another "Farm First" for CFCW Camrose, a remote broadcast from a farm one mile north of WETASKIWIN for the J. I. Case, Case-O-Rama Starlite Review.

● Congratulations to Dick King of Lever Bros. on the birth of another daughter. He now answers to three women, Anne, Katie and Eve.

● CFCW's "Old Baldy" Ross Arthur, Mr. D. J., U.S.A. conducted the "Grand Ole Opry" over WSM, Nashville, Tenn. on August 1st, 1958. Let Baldy deliver your commercial for assured results.

Note to time buyers: Before you buy that Spot, check Potts' Spot.

Lorrie
Potts
and Company

LORRIE POTTS
SCOTTY SHERIDAN
NEIL HENDERSON
JIM PITTIS

1454A 1117
Yonge St. St. Catherine W.
TORONTO MONTREAL
WA. 1-8951 VI. 5-6448

Technicolumn

RADAR GIVES PROBS ON DALLAS TV



THEY GET THE WEATHER PICTURE FROM ALL over at WFAA-TV, Dallas with a Collins Weather Radar System. This picture, taken in the control room, shows Camera three which is on the indicator in the shadow box, with the radar/map as the home viewer sees it. Remote control of the radar scope itself may be handled from anywhere in the studio, the back of the camera or the control room.

TO ENABLE people to see the weather and not just hear an announcer tell about it is the purpose of a weather radar unit installed earlier this year at WFAA-TV, Dallas, Texas.

On April 2, the anniversary of the 1957 tornado which caused unlimited damage in the Dallas area, WFAA-TV presented its viewers with an hour long telecast showing films of the destruction and at the same time the local weather was given by radar.

The Dallas station has installed the entire Collins C-Band Weather Radar System in its studio. The antenna is a simple wood structure mounted on top of the studio building. The parabolic antenna revolves in a complete circle and is encased in a plexiglass enclosure. Location and height of the antenna is dependent upon surrounding structures. The waveguide extends downward into the building to the receiver-transmitter and synchronizer units. An indicator and control unit are mounted in the wall near the weather slides. An-

other indicator is rigged in a shadow box for camera close-ups. Acetate maps of the WFAA-TV area, corresponding to 20, 50 and 150 mile ranges, are placed over the indicator to pinpoint weather activity with geographical location.

What the viewer sees on his set is a map of the local area super-imposed on the radar scope. Warren Culbertson, weather announcer and graduate meteorologist at WFAA-TV says, "viewer reaction has been highly complimentary. If rain is falling on a viewer's house, he wants to see the echo on the radar scope, not to hear the weather man talk about scattered showers. Even if there are no echoes to be seen, viewers are attracted by the sheer fascination of the rotating trace on the scope."

Station manager, Mike Shapiro, says that the Collins radar system offers unlimited commercial possibilities. "Besides strengthening our regularly scheduled weathercast, radar ID's and radar surveillances are highly saleable during all seasons of the year," he said.

New Synchronizing Generator

THE DEVELOPMENT of a new transistorized synchronizing generator for television stations has been announced by the Electronic Equipment and Tube Department of CGE. The new device is said to permit more precise synchronizing of television programs between studio camera and home receivers.

Commercial production of the device, known as a sync generator, follows two years of experimental work, according to C. E. Spence, manager of Broadcast Sales and Planning. He described the sync generator as the heart of a TV station. Each station must have at least one to supply precise timing pulses for the complete station. Pulses must be accurate to ten millionths of a second. Picture quality received on home receivers depends upon these timing pulses, he said.

For instance, according to CGE broadcast engineers, jagged lines sometimes seen on home TV screens are caused by drifting in the sync generator. Picture flop-over is often caused through unstable operation of the device. The new sync generator will minimize this effect, resulting in less lost air time for station operators.

General Electric say that the primary advantage of the device is its increased reliability. Fifty-six electronic tubes have been replaced by transistors. As a result, constant adjustments required on current models to assure precise programming are no longer necessary. In fact, most control knobs have been eliminated from the generator to reduce possibility of human error in adjustments.

Said to represent the first basic change in design for such equipment in about eight years, the new sync generator is about the size of an overnight suitcase.

More than two years were spent in developing and testing the new generator by CGE engineers. They said the original laboratory model has been operating for the equivalent of two years of TV studio use without a transistor failure.

CK radio

JOHNNY SANDISON
"THE MORNING MAYOR"
6 a.m. to 9 a.m.
Monday thru Saturday

CKCK REGINA • • • Representatives: All Canada Radio Facilities

Promotion

PLAN DRAMA PREVIEWS FOR CRITICS

THE DU PONT COMPANY in the United States has announced that it is prepared to run previews of its TV dramatic offerings in order to give critics a chance to do their reviews of the shows before the public sees them.

Du Pont is one of the biggest advertisers in American TV. Its announcement has set off a reaction throughout the industry. All the networks are reported to consider the idea as a revolutionary one, but at least one of them thought it could be done and in time would become general practice.

The decision seems to have grown from the problem surrounding the "one-shot" nature of TV. If a show is good, it has already passed into history before the critics can advise the public that they shouldn't have missed it.

Present plans are to provide the critics with closed circuit TV the day before a show is scheduled. They would be given complete critical independence, and none of the people connected with the production, the sponsor or the agency would badger them.

WON'T WORK FOR LIVE

In Toronto, Alex Barris, who writes a TV and radio column for THE TELEGRAM, as well as performing himself, thinks the idea is a good one for filmed shows, but holds little hope of its success with live TV.

"First of all," he commented, "it would cost too much money. Sure, Du Pont can afford it, but frankly I can't see General Motors Theatre paying the actors for another full day's work, and the technical crews overtime, and so on.

"But it's a great idea," he said,

"for any filmed shows. We already have the movie preview for film critics. Why not the same thing for TV?"

Gould anticipated Barris' objection to live previewing with the reminder that plans for next fall, in the United States at least, aim at cutting down on live programming. "Next fall," he writes, "many programs are going to be done on tape and could be readily shown in advance without the slightest difficulty.

Lloydminster Radio Seeks TV License

SASK-ALTA Broadcasters Ltd., which owns and operates CKSA-Radio, Lloydminster, has announced the firm will apply for a licence to operate a television station.

Sask-Alta President A. F. Shortell said the proposed television outlet would serve an area within 75 air miles of Lloydminster, into both Alberta and Saskatchewan.

According to Shortell, this is the largest remaining populated area in western Canada not presently receiving a television service.

He said the plans for TV in the area had been under way since April, 1957, when CKSA-Radio went on the air. The market data on the broadcast area and technical surveys have now been completed, and

Shortell feels they indicate the need for live telecasting as opposed to a satellite-TV operation in the Lloydminster area.

Shortell said a 500-foot antenna with a radiated power of 67,000 watts would serve the area.

Golf Champ

GORDON LOVE, PRESIDENT of GFCFN-Radio, Calgary won the Alberta Senior's Golf Championship in Edmonton last month.

Playing at the Mayfair course, Love's score for 36 holes was 167. His score was six more than that of Jack Starky of Edmonton, but Starky was ineligible, having won the title three times previously.

Say You Saw It In THE BROADCASTER

G. N. MACKENZIE LIMITED HAS THE SHOWS

MONTREAL TORONTO WINNIPEG VANCOUVER 1411 Crescent St. 519 Jarvis St. 171 McDermott 1407 W. Broadway

RIMOUSKI



Aerial view of Rimouski, area's largest city.

Le Bas St-Laurent distribution centre



The site of the new "year round seaport".

COVER

This Fast Growing Canadian Market

with



at comparatively LOW RATES

Can. TV rep.: STOVIN-BYLES LTD. U.S.A. TV rep.: ADAM J. YOUNG JR.



Rimouski's new shipping district.



One of several retail outlets

CJAV RADIO

Port Alberni — B.C.

is the most!

over

90%

of the early morning audience

Contact

VANCOUVER John N. Hunt & Associates TORONTO & MONTREAL Stephens & Towndrow

U.S.A.

Donald Cooke

* Elliott-Haynes

DAYTIME TELEVISION is CUMULATIVE

While many time periods in television deliver nearly every home in a market . . . Daytime also affords large segments of audience through its cumulative effect.

35%

During Average Weekday 2:00 - 4:30 p.m.

51%

During Monday - Friday 2:00 - 4:30 p.m.

90%

Having one or more adult females present in the audience during this time.

Couple this with the fact that women spend the bulk of Canada's

**3 BILLION PLUS
YEARLY FOOD BILL**

And you can see why Television offers

**DAYTIME
DOLLAR DIVIDENDS**

BROADCAST ADVERTISING BUREAU

TV Division

Suite 414 - 200 St. Clair Ave. West - Toronto 7
Phone WA. 2-3684

The Broadcast Advertising Bureau - TV Division, promotes exclusively, the use and sale of Television as an advertising medium and is a division of The Canadian Association of Radio and Television Broadcasters.

Networks

CBC SPORTS LINEUP IS UNCHANGED

JACK McCABE, recently named sports director for CBC radio and television, says "the CBC sports plans for the 1958-59 season will not differ to any large degree from last year's schedule. The only change is that we are telecasting six games of the Western Interprovincial Football Union and the Saturday night hockey games will be seen from coast-to-coast."

In 1957-58 the live telecasts of sports events totaled more than 200 hours. Live radio broadcasts added up to more than 250 hours.

The biggest single event of the season was the Grey Cup final. It was seen from coast to coast for the first time. More than 4,850,000 viewers watched the game in 1,759,000 TV homes. An independent survey showed that 68% of Canadian TV sets were in use and 97% of these were tuned in on the game.

Friday night boxing and Saturday night hockey and wrestling were again leading attractions and McCabe says the same should hold true for the coming season.

A survey of the four month period between November, 1957 and February, 1958, showed television audiences averaging 1,495,000 for wrestling, 1,664,000 for boxing and 2,117,000 for the regular NHL games.

Women, on the average, make up 42% of the wrestling audience, 41% of the hockey viewers and 39% of the boxing fans.

Television coverage of the 1958 Stanley Cup play-off games drew record audiences for CBC sportscasting. An indication of the audience size was the officially estimated 5,360,000 Canadians who watched the next-to-last game between Montreal Canadiens and Boston Bruins, April 17. An estimated 3,764,000 viewers saw the English telecast and 1,596,000 the French.

Other events covered by the CBC sports department last season were: The Queen's Plate in Toronto; the Davis Cup matches in Montreal; the Kentucky Derby; the Paterson-Jackson heavyweight title fight; the Rose Bowl game from Pasadena; the All-Star baseball game between the National and American leagues; the World Series and the World Hockey Championships in Oslo.

All of the major events covered by television were also broadcast by CBC radio, most of them in two

languages. Radio also covered such events as the Royal Canadian Henley Rowing Championships; the Dominion High School Curling Championships; the Canadian Open and Canadian Amateur golf matches; the Canadian Curling Championships; the Preakness and the Belmont Stakes; the Oxford-Cambridge boat race and the Cambridgeshire Stakes.

ALL SET FOR 1958-9

The six games of the WIFU are to be telecast in the Western Region during September and November of this year. The cities in the Union are Vancouver, Calgary, Edmonton, Regina and Winnipeg.

The NHL hockey games get under way October 11 and will be sponsored by Imperial Oil, through MacLaren Advertising.

The Big Four Football games for the coming season will not be sponsored by Shell Oil as was the case last year on English language stations. So far as is known the games will be sold locally. In Quebec, Dow Brewery will sponsor half of the games and the other half will be taken locally. The Dow account is handled by Vickers & Benson, Montreal.

The stations carrying the games are as follows: CFCJ-TV, Port Arthur; CKLW-TV, Windsor; CJIC-TV, Sault Ste. Marie; CKSO-TV, Sudbury; CKGN-TV, North Bay; CFCL-TV, Timmins; CKVR-TV, Barrie; CBLT, Toronto; CHCH-TV, Hamilton; CFPL-TV, London; CKNX-TV, Wingham; CKWS-TV, Kingston; CHEX-TV, Peterborough; CBOT, Ottawa; CKMI-TV, and CFCM-TV, Quebec City; CBFT, Montreal; CHLT-TV, Sherbrooke; CKRS-TV, Jonquiere and CJBR-TV, Rimouski.

Stations located in the area where the game is being played are dropped for that specific game.

The game schedule is as follows.

- Aug. 19 — Hamilton at Montreal*
— Toronto at Ottawa
- Aug. 30 — Ottawa at Montreal
- Sept. 1 — Toronto at Hamilton
- Sept. 6 — Montreal at Ottawa
- Sept. 13 — Ottawa at Hamilton*
— Toronto at Montreal
- Sept. 20 — Ottawa at Toronto
(Telecast to Ottawa only)
— Hamilton at Montreal
- Sept. 27 — Montreal at Hamilton
(Quebec stations only)
— Toronto at Ottawa
(English stations only)
- Oct. 4 — Montreal at Toronto
(Quebec stations only)
— Hamilton at Ottawa
(English stations only)
- Oct. 11 — Toronto at Hamilton*
— Montreal at Ottawa
- Oct. 13 — Hamilton at Toronto*
— Ottawa at Montreal
- Oct. 18 — Montreal at Hamilton
(Quebec stations only)
— Toronto at Ottawa
(English stations only)
- Oct. 25 — Ottawa at Toronto
(Telecast to Ottawa only)
— Hamilton at Montreal
- Nov. 1 — Montreal at Toronto
(Quebec stations only)
— Hamilton at Ottawa
(English stations only)
- Nov. 8 — Ottawa at Hamilton
(Telecast to Ottawa only)
— Toronto at Montreal

*These games will not be telecast.

RADIO and TV STATIONS

AN OPPORTUNITY

- to INCREASE listening and viewing audience.
- to INCREASE advertising revenue.
- to boost Public Relations.

Our experience in organization will enable you to offer your audience amazingly interesting low rate Tours.

For Information and suggestions of Radio and Television Sponsored Tours

write or phone
Guy Cissac
TRAVEL AND TOURS CENTRE
109 Bloor St. West
Toronto 5, Ont.
WAlnut 2-6461



AND HOW!

Then there's the young Lothario who thought he was taking home a book from the library called "How to Hug", but found when he got there that it was the fifth volume of an encyclopedia.

• • •

WHICH IS WHICH

Programs by which hundreds of thousands of people are not annoyed, or programs which bring inestimable pleasure to tens of thousands.

• • •

HA - DE - HA

One of the funniest programs we know is a panel of experts discussing a subject which they know nothing about, but trying withal to keep their ignorance from the others.

• • •

PROGRAM POSSIBILITY

Cricket matches would make a wonderful vehicle for television because of the large number of commercials they would be able to inject while they knocked off for tea.

• • •

PROMO IN REVERSE

"Our talk on the prevention of heart attacks has been indefinitely postponed due to the sudden indisposition of our speaker."

• • •

WEDNESDAY NIGHT

According to the Shorter Oxford English Dictionary, the word "culture" is "the artificial development of microscopic organisms, especially bacteria in prepared media."

• • •

SAME DIFFERENCE

A western reader writes in to say that he likes the Toronto summer. "No matter how hot it gets in the day time," says he, "there is still nothing to do at night."

• • •

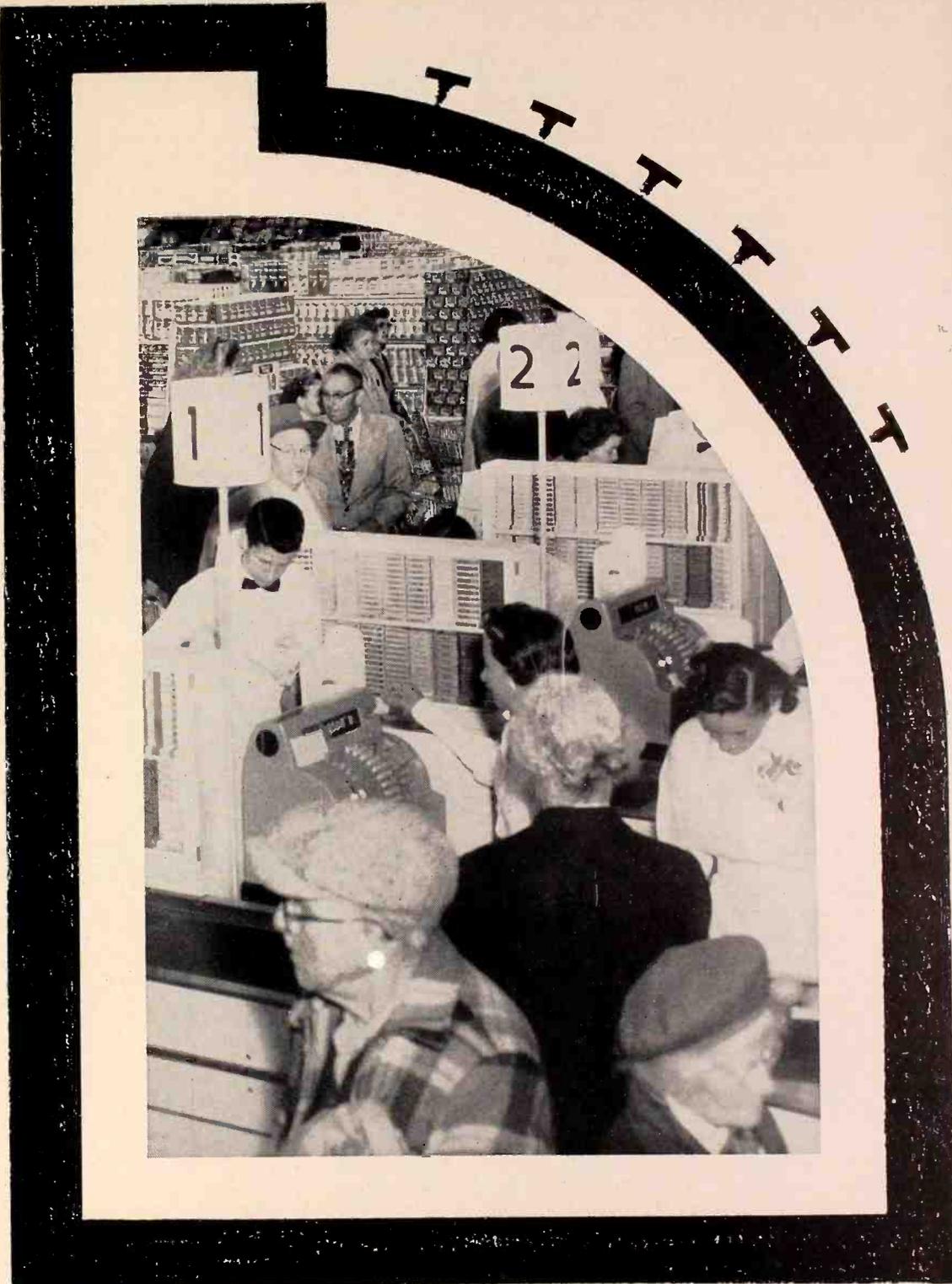
TOPICAL THEME

"Summit-time and the living is queasy."

• • •

ALL COMERS

An accomplished actress is open for lead parts in musicals, extravaganzas, spectacles, grand opera, drama or super-market openings. 36 - 24 - 36. What offers?



CKWX influences more buyers by far than any other B.C. station

and B.C. has the highest average weekly earnings in Canada!

RADIO BRITISH COLUMBIA, VANCOUVER

CKWX

50,000 WATTS OF SALES POWER



REPS: CANADA—ALL CANADA RADIO FACILITIES LTD.—UNITED STATES—WEED AND COMPANY

V1112-1

SIGHT & SOUND

News From Advertising Avenue About Radio and Television Accounts, Stations and People



Compiled by
Ian Grant

Radio & Television

THE FIFTEEN MINUTE radio program *Who Am I?* went on the air August 11. The show which stars Monty Hall and Laddie Dennis will run three times a week on 36 stations across the country. The sponsor is Maple Leaf Purity Mills, through Cockfield, Brown & Co. Ltd. The account executive is Bob Saunders.

THE SALADA TEA Box Top quiz show has been renewed for another eight weeks on 11 Maritime radio stations at the first of the month.

THE TORONTO office of Cockfield, Brown & Co. Ltd. reports Campbell Soup Co. Ltd. has renewed the Don Jamieson Newscasts on CJON, St. John's, 15 minutes on Monday, Wednesday and Friday, from August 4 to July 31, 1959.

Canada Packers (Margene) are running three spots per week on CJON, St. John's and three spots per day, Monday through Saturday, on CBC Newfoundland and network from August 4 to March 31, 1959.

Canada Packers (Shur-Gain Feeds) are running daily five-minute programs in co-operation with local dealers on CHOW, Welland; CJOY, Guelph and CJBQ, Belleville, from

August 4 to March 31, 1959. The same account is running on CJRH, Richmond Hill from June 30 to March 27, 1959.

CHATELAINE MAGAZINE is running five 15 second flashes per day on 18 stations, August 25 and 26 only.

Carter Products (Arrid Cream) are running one spot per week on CHCH-TV, Hamilton from August 18 to September 30.

Lever Brothers (Extra) are running TV spots on the English network program, Bob Crosby, from August 2 to September 13. They are also using 20 second flashes, once a week on 12 Ontario TV stations, from August 3 to September 15.

Agencies

A SPECIALIZED department to provide publicity and public relations services for television and radio programs has been organized within the Bureau of Industrial Service (Canada) Ltd., public relations subsidiary of Young & Rubicam Ltd.

Eugene C. Rebcook, former promotion manager of CKRM, Regina, has been appointed to handle the new department.

VINCENT PAQUETTE has joined Young & Rubicam as head of the French services for Toronto office

accounts. He will co-ordinate French advertising and marketing plans for Y & R's Toronto clients, working with the agency's French product group located in Montreal.

Paquette has wide experience in advertising and marketing both in the agency field and with prominent advertisers, as well as earlier experience as producer-announcer with the CBC and the National Film Board.

GARRY J. CARTER of Canada Ltd. has been appointed to handle the advertising of Bay Motor Company, a subsidiary of National Motors, who sell the new French car, Simca Aronde, throughout Ontario. Account executive is George Aykroyd.

BAKER ADVERTISING has moved to new quarters at 670 Bayview Ave., Toronto. They were previously located at 212 King Street W., in the same city. The new phone number is HUDson 7-1511.

People

R. BRUCE WALKER HAS been appointed radio and TV director in the Vancouver office of McKim Advertising Ltd.

Walker, a graduate of the Ontario College of Art, with post-graduate work in Zurich, Switzerland, was formerly art director and writer-producer for film and television production with advertising agencies in Eastern Canada and London, England.

WALT DISNEY Productions has announced the appointment of Bruce Butler as Canadian Television manager. In this capacity he will represent Walt Disney Productions throughout Canada in all business pertaining to their three television series, *Disneyland*, *The Mickey Mouse Club* and *Zorro*.

Butler was formerly general manager of Jos. A. Hardy & Co. Ltd., radio and television station representatives. More recently he headed his own firm, Bruce Butler & Associates, providing similar services to stations.

Butler is located in offices at 110 Adelaide Street East, Toronto.

BOB AIKEN HAS joined the sales staff at CJMS, Montreal. For the last two years he was with CFRB, Toronto in sales. Previous to that he was with CKEY, Toronto.

Films

FLETCHER FILM Productions Ltd., Toronto has completed location shots for a color travelogue entitled *The Trent Waterway* which was commissioned by the Ontario

Government's Travel and Publicity office.

The object of the movie is to encourage the tourist trade and it will later be trimmed for use by TV stations in the US. The film was directed by Hugh Moreland.

Jamaica is the setting for one of a series entitled *This Is Canada* also being filmed by Fletcher Films.

The series of ten minute short subjects, which tell the story of Canadian people and their activities, is being directed by Paul Woolston-Smith. The Jamaica film, not yet titled, shows the effect of the Canadian tourist and his dollars on the tropic island.

When completed the series will have Canada-wide distribution through the Odeon Theatre Chain by the J. Arthur Rank organization.

Stations

CJMS, MONTREAL report that they have added over 2,000 square feet to their studios on Dorchester Street. The expansion includes five new offices, an additional news room and extra mailing and promotion facilities.

The station is also adding another studio and two more recording studios and says that within the next few weeks they will be increasing their staff, taking on at least 11 new members.

AN APPLICATION has been sent to the Department of Transport for a licence for a second radio station in Lethbridge, Alberta. The new company, which will be incorporated at a later date, will be called Southern Alberta Broadcasting.

Executives of the company are: H. W. Brown, president; R. M. Tanner, secretary-treasurer and A. L. Batty and S. R. Broder, directors.

Joseph Budd, assistant manager of CJOC, Lethbridge, has resigned and will become manager of the new station if the licence is granted.

Miscellaneous

AS OF AUGUST 1 Northern Broadcasting Ltd. is located in Room 310, 160 Bay Street, Toronto. The phone number remains the same, EMPire 3-8895.

THE ANNUAL TV Reps Golf Tournament will be held September 9 at St. Andrew's Golf & Country Club. Charge will be \$2.50 for the golf and \$4.50 for the steak dinner. For further information call Alex Stewart, Trans Ocean Radio & Television Representatives, phone EMPire 6-5455.

A "Beaver" for the Eager . . .



Mr. Dick Lewis, Publisher Canadian Broadcaster looks on while Mr. G. E. Halpenny, M.P., London, Ont., presents the Canadian Broadcaster Beaver Award to W. D. McGregor, Director of Operations, CKCO-TV.

CKCO-TV WINS THE 1957 BEAVER AWARD FOR DISTINGUISHED BROADCASTING SERVICE!

When CKCO-TV Kitchener arranged to have Mr. Douglas Geekie of the Wellington County Board of Health produce "Medical Library", an award was the last thing in mind. But the ten live programmes which presented health problems and disease in the light of modern therapy soon distinguished themselves with a sincerity of purpose and down-to-earth approach.

This significant award of the Canadian Broadcasting Industry is a recognition of the meritorious service performed by CKCO-TV in the cause of good health, and interests of the community.

CKCO-TV . . . another of the SELLING STATIONS represented by

JOS. A. **HARDY** & CO. LTD.



Toronto EM. 3-9433

Montreal PL. 1101

G. N. MACKENZIE LIMITED HAS **the** SHOWS

MONTREAL TORONTO WINNIPEG VANCOUVER
1411 Crescent St. 519 Jarvis St. 171 McDermott 1407 W. Broadway

Announcing
 the formation of the
**TRANS OCEAN RADIO & TV
 REPRESENTATIVES**

on August 4th

Toronto

Montreal



TED PEPLER
Radio Division



ALEX STEWART
TV Division



GUY DAVIAULT
Radio Division



GIL LAROCHE
TV Division

- Client Relations
- Agency Relations
- Concentrated Sales Effort
- Promotion
- Association Activities
- Creative Selling
- Advertising Trends
- Distribution Trends
- Merchandising
- Special Events Selling
- Station Success Stories

TV STATIONS

- CHLT-TV — Sherbrooke, Quebec
- CKRN-TV — Rouyn, Quebec
- CHCA-TV — Red Deer, Alberta

RADIO STATIONS

- CHLT (French) — Sherbrooke, Quebec
- CKTS (English) — Sherbrooke, Quebec
- CKRN — Rouyn, Quebec
- CKVD — Val D'Or, Quebec
- CHAD — Amos, Quebec
- CKLS — LaSarre, Quebec
- CJSO — Sorel

TRANS OCEAN RADIO & TV REPRESENTATIVES

TORONTO, 357 Bay Street, - EM. 6-5455

MONTREAL, 1500 St. Catherine St. West - WE. 7-9327



Jack McBride "shushes" all five little McBrides when Wes McKnight's Sportviews come on. Jack is a district sales manager for a leading automobile corporation.

Meet the McBrides of Scarborough

(but don't offer to pay their weekly grocery bill!)

A meal with the McBrides indicates why much of Jack's salary goes for food . . . explains why the *total* food bill for the 1,194,800 families* in CFRB's coverage area reaches the whopping sum of almost \$1 billion.*

But the area's huge annual family income—almost \$6½ billion*—is well able to sustain large purchases. This is Canada's richest market.

Only CFRB combines these essentials: listening audience, price, ratings, experience, and programming capable of effective selling. The advantages CFRB offers advertisers are unique.

Ask a CFRB representative to tell you how to get *your* share of this rich market—and at a surprisingly low cost.

* compiled from Sales Management's Survey of Buying Power, Canadian Edition, May, 1957.

CFRB TORONTO
1010 ON YOUR DIAL
50,000 WATTS



ONTARIO'S FAMILY STATION

REPRESENTATIVES—Canada: All-Canada Radio Facilities Limited United States: Young Canadian Ltd.